



Allegan County Parks, Recreation, & Tourism

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July 15, 2008

Spartan Conference Room

Human Services Building

10:00am

Minutes of a Scheduled Meeting of the Allegan County Tourist Council

A scheduled meeting of the Allegan County Tourist Council was called to order by Chair Stephanie Peterson on Tuesday, July 15, 2008 at 10:00am in the Spartan Conference Room on the lower level of the Human Services Building, 3255 122nd Ave, Suite 102, Allegan, Michigan

Roll Call showed the following members:

PRESENT:	Stephanie Peterson	Norm Smith
	Dianna Stampfler	Larry Johnson
ABSENT:	Ann Kilmartin	Jan Cushman
	Al Weener	Betsy Hill
	John Shagonaby	

There was not a quorum present.

Also Present: Kevin Ricco, Director
Angel Schneider, Parks and Tourism Clerk

ADDITIONS/DELETIONS TO AGENDA

No additions or deletions to the agenda.

APPROVAL OF JUNE MEETING MINUTES

There was not a quorum.

TOURISM CONTACTS REPORT

Angel distributed the tourism contacts report for June 2008. There were 129 contacts total for the month of June. There were no Heritage Trail booklets or CD's sold in June.

FINANCIAL STATEMENTS

Angel distributed the financial statements up to date.

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

'09 VISITORS GUIDE- AGREEMENT WITH TMS

Celeste drafted up a few different agreements before Kevin was satisfied. Kevin passed the agreement around for everyone to read and approve. There were concerns about the short fall cost of advertising and the Tourist Council having to cover the difference. Kevin and Norm are going to go over the agreement. There was discussion about trying to find other back-up companies for the 2010 guide now so we can get quotes.

NEW BUSINESS

JOURNAL AND TOPICS FALL/WINTER AD

Kevin was contacted by Journal and Topics and asked if we wanted to do another advertisement in the fall/winter paper like the one we did for the summer paper. Dianna suggested that if we advertise then we need to ask if we can have an editorial about our area. Kevin was going to contact them and ask for editorial. If they agree we would have to change the ad from summer. There was a recommendation by the Tourist Council members present to purchase another, same size ad for fall/winter and ask that they do an editorial on the Allegan County area.

2009 BUDGET

Kevin did not have enough information on the 2009 budget at this time.

NEXT MEETING

August 19, 2008 @ 10:00a.m. in the MSU Conference Room on the lower level of the Human Services Building 3255 122nd Ave, Allegan, Michigan

ROUND TABLE DISCUSSION

Stephanie Peterson

Larry Davidson is having the chopper fest at the 131 Motorsports Park the last weekend of July.

Dianna Stampfler

Channel 13 has contacted Dianna about doing an article on the POW Camp in Allegan.

Larry Johnson

Larry brought in an article about a Pottawatomi leader for John Shagonaby.

Camp Kidwell just received a lot of money for kids from Allegan County to go to camp for free so please tell everyone.

United Way had the best year ever and they exceeded their goal.

Kevin Ricco

The Pure Michigan photo contest information was e-mailed to the Tourist Council for comments. Kevin stated that the comments he received were half and half for the project. Kevin loves the idea of this project. The idea of the cost of \$5,500 per season being split over 2 years seems appealing. The photos will be in a coffee table book, online and other ads plus we have the rights to the submitted photos. If our photographer is the winner then we would get massive amounts advertisements. The spring edition is already booked. Everyone present supports the idea for fall of 2009 edition and Kevin is going to contact the rest of the Council to get their thoughts.

ADJOURNMENT

There being no further business, meeting was adjourned.

By: _____

Angel Schneider