



## Allegan County Parks, Recreation, & Tourism

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**August 19, 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, August 19, 2008 at 10:00am in the Spartan Conference Room on the lower level of the Human Services Building, 3255 122<sup>nd</sup> Ave, Suite 102, Allegan, Michigan

Roll Call showed the following members:

PRESENT:            Stephanie Peterson            Norm Smith  
                          Dianna Stampfler            Larry Johnson  
                          Jan Cushman                 Betsy Hill  
                          Al Weener

ABSENT:            Ann Kilmartin                 John Shagonaby

Also Present: Angel Schneider, Parks and Tourism Clerk

#### ADDITIONS/DELETIONS TO AGENDA

There was one addition to the agenda, 11a Web Site Criteria.

Motion by Dianna Stampfler, seconded by Jan Cushman, to amend the agenda, adding 11a. Web Site Criteria. Motion carried by everyone present.

#### APPROVAL OF JUNE MEETING MINUTES

Motion by Dianna Stampfler, seconded by Al Weener, to approve the June 17, 2008 minutes as presented and mailed. Motion carried.

#### APPROVAL OF JULY MEETING MINUTES

Motion by Norm Smith, seconded by Larry Johnson, to approve the July 15, 2008 minutes as presented and mailed. Motion carried by everyone present.

#### TOURISM CONTACTS REPORT

Angel distributed the tourism contacts report for July 2008. There were 118 contacts total for the month of July. Angel shared that there has been an increase in the number of calls to her office requesting phone

numbers for businesses. Angel reported that she did all the follow up calls to the libraries for the Heritage Trail CD's and booklets this month. Allegan, Holland, and Plainwell Libraries placed orders.

#### **FINANCIAL STATEMENTS**

Angel distributed the financial statements up to date. Stephanie Peterson reported for Kevin Ricco that there will be an expense of \$350 for additional brochure display racks for the office, \$300 to continue our WMTA membership, and \$470 for the Journal & Topics fall/winter ad. We also ran out of Heritage Trail rack cards and had to place another order. Kevin ordered 10,000 (same quantity as last time) for \$702. It was only \$150 less to order 5,000.

#### **PUBLIC PARTICIPATION**

No public present.

#### **UNFINISHED BUSINESS**

##### **'09 VISITORS GUIDE- AGREEMENT WITH TMS, CONTENT WRITING ASSIGNMENTS**

Stephanie reported for Kevin that the agreement between Allegan County and TMS had been signed. Kevin has not received any advertising reports from TMS. October 17<sup>th</sup> is the advertising deadline.

Content writing assignments were decided by each person present. They are as follows:

Bridges	Dianna Stampfler
Waterways	Al Weener
Beaches	Stephanie Peterson
Parks	Kevin Ricco
History & Culture	Norm Smith
Wildlife	Larry Johnson
Events	Angel Schneider

The council decided to have everyone write around a 500 word draft and e-mail the draft to Kevin by October 1<sup>st</sup>. There was a lot of discussion about adding the words Official Directory to the cover of the guide like TMS suggested. The members present all agreed that they liked the design of the cover and would like that to stay the same just change the pictures and color each year. They would like to use pictures of the editorial topics on the cover this year.

#### **JOURNAL & TOPICS FALL/WINTER AD**

Peterson reported for Ricco that the draft ad for the fall/winter edition of the Journal & Topics newspaper was submitted along with the document. The cost of the ad is \$470 and is the same size ad we placed in the summer edition.

#### **PURE MICHIGAN PHOTO CONTEST**

Stephanie Peterson reported that we are now committed to the fall of 2010 Pure Michigan photo contest. It is not official yet as the documents for this particular contest are not yet complete, but our place is being held. As the Council agreed the \$5500 fee to compete in this contest will be spread over the 2009 and 2010 budget years.

#### **NEW BUSINESS**

##### **PURCHASE OF ADDITIONAL BROCHURE DISPLAY RAKCS**

The brochure display in the Parks and Tourism Office is over flowing. We have ordered two hanging type racks that will suit our brochure needs for the cost of \$360 total. This will allow us to display all of our materials rather than have some of them lost in the shuffle or not on display at all.

#### **WEB SITE CRITERIA**

Angel Schneider shared some web site requests that came in to be added to the Tourism Web Site. There was mixed discussions about adding the word "directory" to the guide then some members thought that we should

add a link called "Other Businesses" to the web site. Others thought that we need more information before we can make a web site criteria change.

#### **OTHER BUSINESS**

No other business at this time.

#### **NEXT MEETING**

September 16, 2008 @ 10:00 a.m. at Cranes Orchard in Fennville.

#### **ROUND TABLE DISCUSSION**

##### **Jan Cushman**

Last week Otsego had a Family movie night that was a hit. The Creative Arts Festival in downtown Otsego is September 27<sup>th</sup>.

##### **Angel Schneider**

The Taste of Saugatuck is this Sunday, August 24<sup>th</sup> from noon to 7 p.m.

##### **Betsy Hill**

Informed everyone that if you go to geocaching.com you will see that there are Heritage Trail locations on this site. Also requested that this be added to the next agenda for possibilities with the Heritage Trail.

##### **Al Weener**

There is a hunted house at the Carriage House by Felt Mansion and it will take place the three weekends before Halloween. \$13 for adults and \$6.66 for kids.

##### **Stephanie Peterson**

US 131 Motorsports Park is the new name for the park due to them losing their sponsorship. September 13<sup>th</sup> at 7 p.m. is the Funny Car Nationals.

##### **Larry Johnson**

Camp Kidwell is having a haunted forest this year before Halloween.

#### **ADJOURNMENT**

There being no further business, meeting was adjourned.

By: \_\_\_\_\_  
Angel Schneider