



Allegan County Parks, Recreation, & Tourism

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February 3, 2009
Human Services Building
Spartan Conference Room
8:30am

Minutes of a Scheduled meeting of the Allegan County Parks and Recreation Commission

A scheduled meeting of the Allegan County Parks and Recreation Commission was called to order by Chairman Bruce Culver on Tuesday, February 3, 2009 at 8:30am in the Spartan Conference Room in the lower level of the Human Services Building, 3255 122nd Ave, Suite 102, Allegan, Michigan.

Roll Call showed the following members:

PRESENT:

Mark DeYoung	Bruce Culver
Larry Rasmussen	Becky Rininger
Robert Kaarlie	Georgina Rozeboom-Doster
Kelle Tobolic	Fritz Spreitzer
Marylne Langeance	

UNEXCUSED ABSENT: Chuck Pullen

Also Present:

Kevin Ricco, Parks Director
Ronda Foreman, Parks and Tourism Clerk

ADDITIONS/DELETIONS TO AGENDA

Kevin had one item he would like to add under new business on the agenda; 10a. Advertising Opportunity: Southwest Michigan Wellness Directory. A motion was made by Mark DeYoung, seconded by Becky Rininger to approve the amended agenda. Motion carried by all present.

APPROVAL OF JANUARY MEETING MINUTES

A motion was made by Robert Kaarlie, seconded by Larry Rasmussen to approve the minutes from January 6, 2009 as presented. Motion carried by all present.

FINANCIAL STATEMENTS

Other than the revenue collected for reservations, season passes, and special use permits that began on January 2, 2009, Kevin had nothing to report or comment on for the financial statements thus far this year. A motion was made by Larry Rasmussen, seconded by Mark DeYoung to approve the financial statements as presented. Motion carried by all present.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

NEW RICHMOND BRIDGE PARK UPDATE

Kevin stated there is nothing new to report; the New Richmond Bridge Park project is still on hold due to inclement weather.

EQUESTRIAN TRAILS LEASE UPDATE

Kevin reported the equestrian trails lease is up for discussion on the Board of Commissioners agenda next week Thursday, February 12. Minor issues concerning language changes that have been going back and forth between Finance and Administration and still need to be resolved before this item is presented to the Board. At this point, Kevin does not know if the BOC will take action and approve the lease. He explained this is a process that began four years ago at the direction of the DNR Wildlife Division. If the County doesn't take action, there is a real possibility that the trails in the game area will not be available for equestrian use anymore and will cease to exist. The Parks Commission is being proactive and will present a convincing argument to the BOC that the lease will cost the County nothing. If you look at the lease it shows a cost but in reality, any cost incurred would be offset by us maintaining and taking care of the trails which would be funded by donations and volunteers. Also, the trails are what draw people to Silver Creek; the campground doesn't have a lake so the use of the trails is important to its survival. The trails lease agreement will allow us to mark and map the trail system. This is a big economic driver that would ultimately open up opportunities to bring more people to the County.

SPECIAL EVENT PERMIT POLICY – NEW DRAFT

Kevin informed the Commission that a copy of the Special Event Permit Policy draft is included in their agenda packets. He stated the new policy draft has been languishing in Administration for some time; discussion has gone back and forth regarding the verbiage that should be included within the new policy. For clarification purposes minor revisions were deemed necessary that included defining the term 'special equipment'. Kevin addressed this issue by not only listing what would fall into the category of 'special equipment', but also some exemptions not considered 'special equipment'. The requirement that all special events permits must obtain liability insurance was also clarified by adding an exception to the rule that states "Any Special Event that does not require the use of Special Equipment." With this revised policy, the process is in place to regulate what people are doing to ensure public safety. In essence, Kevin said the procedures are the same but since some of the text has changed, he would like the Commission's approval. A motion was made by Fritz Spreitzer, seconded by Georgina Rozeboom-Doster to approve the text amendments to the Special Event Permit Policy as presented. Motion carried by all present.

NEW BUSINESS

PARKS 5-YEAR COMPREHENSIVE MASTER PLAN

As Kevin mentioned at the last meeting, he has been working on the new Parks and Recreation 5-Year Comprehensive Master Plan and copies of the outline have been included in the agenda packets. The first step in this year-long process is to gather data by surveying local schools, government offices, and community officials. Kevin has already mailed out the surveys and is compiling the results, and has begun work on the Resource Inventory map. He will make an effort to stick to the outline and pointed out he intentionally put gaps in the schedule during the busy periods of the season. Although nothing is set in stone, Kevin anticipates completing the Master Plan Draft by the December 2009 Parks Commission meeting. Once it is approved by the Parks Commission, the plan will be presented to the Board of Commissioners for final adoption, hopefully in January 2010.

ADVERTISING OPPORTUNITY: SOUTHWEST MICHIGAN WELLNESS DIRECTORY

Copies of the magazine "Southwest Michigan Wellness Directory" were passed out to the Parks Commission. Kevin stated a representative has contacted him in previous years and has recently approached him again in hopes of us placing a County Parks ad in the magazine. The magazine is putting a higher focus on wellness and fitness, and they want to include local parks. Sixty thousand copies are printed and distributed and they have a web version similar to our Allegan County Visitor's Guide; each online ad is hot linked to the advertisers' website and they also have a calendar where area events can be added. Obviously the advertising rates differ depending on whether it's black and white or color, and the size of the ad. If the group agrees to place an ad, Kevin suggested placing a sixth of a page ad which is approximately twice the size of a business card and costs \$610 for black and white, \$735 for color. Becky asked where the Parks Commission is currently advertising. Kevin replied, other than the ad in the Visitor's Guide, we really don't do a lot of advertising for the parks since we don't have a huge ad budget. Comments were made by the group whether this is the best avenue to advertise at this time or the possibility of our ad getting lost within the magazine. Eventually, once the trail systems are marked and mapped, we will want to place more advertising. The group agreed not to advertise in the 'Southwest Michigan Wellness Directory' magazine at this time, although they may reconsider once the trail system is marked and mapped.

NEXT MEETING

The next meeting of the Allegan County Parks Commission will be on Tuesday, March 3, 2009 at 8:30am in the Spartan Conference Room.

ROUND TABLE DISCUSSION

Bruce Culver informed the group that some Parks Commission meeting minutes and other miscellaneous paperwork dating back to 1923 were discovered within some archived Road Commission files. After they were passed around the table, Kevin stated we would keep and archive them as a piece of interesting history. Bruce said he would keep them coming if more are found.

Fritz Spreitzer asked Kevin if any special projects were submitted on behalf of the Parks Commission to receive some of the stimulus funds; if a project is shovel-ready within 90 days and can be completed within two years it would make a great project to earmark. Kevin stated last Friday through Administration he submitted information that included projected costs for Silver Creek and Littlejohn Lake Parks. The submittal form that he had to use was confusing; some category headings were not self-explanatory so he may need to provide more information on the plans if asked.

ADJOURNMENT

There being no further business, the meeting was adjourned at 9:20am.

By: _____
Ronda Foreman, Clerk