



Allegan County Parks, Recreation, & Tourism

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July 21, 2009

Tower Marine

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 Chairman Norm Smith on Tuesday, July 21, 2009 at 11:10am at Tower Marine, Saugatuck, Michigan.

Roll Call showed the following members:

PRESENT:	Norm Smith	R.J. Peterson
	Dianna Stampfler	Al Weener
	Terry Bonnell	Larry Johnson
	Stephanie Peterson	Betsy Hill
	Jan Cushman	

ABSENT: Luetta Crane

Also Present: Kevin Ricco, Director
Ronda Foreman, Parks and Tourism Clerk

ADDITIONS/DELETIONS TO AGENDA

None.

APPROVAL OF JUNE MINUTES

A motion was made by Larry Johnson, seconded by Terry Bonnell to approve the June 16, 2009 minutes as presented and emailed. The motion carried by everyone present.

TOURISM CONTACTS REPORT – RONDA

The June 2009 contact report and inquiry pie chart were included in the agenda packets. Ronda reports she had 621 itemized inquiries and 322 individual inquiries for the month, which was up over last years' total inquiries of 173. A total of 77 tourist inquiry packets were mailed; only 3 were mailed inside Allegan County, 27 were mailed throughout Michigan, and 46 were mailed out-of-state. She also reported 40 Heritage Trail books were sold.

FINANCIAL STATEMENTS

Kevin stated he had nothing new to report this month in regards to the financial statements. A motion was made by Larry Johnson, seconded by Dianna Stampfler to approve the financial statements as presented and emailed. The motion carried by everyone present.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

MARKETING SUBCOMMITTEE UPDATE/FURTHER DISCUSSION

Dianna stated she has nothing new to report regarding internships since the June meeting. She has attempted to contact several local colleges but has been unsuccessful to reach anyone; currently no one is available and they are expected back in mid-August. She will email everyone a draft copy of an internship request she submitted for another project that the Tourist Council can use as a guideline. Kevin asked Dianna if it is too late for the fall semester or can interns start mid-term. She replied interns can start mid-term as long as they complete the required number of hours to obtain credit for the internship.

Dianna reported the 2010 spring break for Otsego/Plainwell is April 2 – 12 with Easter falling on April 4; she suggests holding the Tourism Expo the following weekend on Friday and Saturday, April 9 and 10. As for the location to hold the Expo, Dianna stated she will research the costs and other details to reserve space at the Bittersweet Ski Resort by the next meeting. Terry informed the Council everything is cleared from the storage buildings at the Allegan County fairgrounds by April 1. This discussion will continue during the August meeting.

ECONOMIC DEVELOPMENT PRESENTATION TO BOC

Kevin stated on August 6, 2009, he will be presenting an Economic Development Plan to the Board of Commissioners, although he is unsure of the time. He can send drafts of the plan to whoever is interested and will inform everyone of the meeting time.

NEW BUSINESS

TMS ADVERTISING OPPORTUNITY

Kevin reported Celeste Statler from Total Market Strategies sent him a copy of “Motorcycling in Michigan, Rides, Roads & Rallies”, and asked if the Tourist Council would be interested in placing an ad in the periodical. Forty-thousand copies of the magazine are distributed to advertisers and motorcycle dealerships in western Michigan and is available on MLive.com; advertisers would also have an online ad with a link to their website. If interested, Kevin can request a pricing sheet and deadline information. Stephanie suggested contacting Larry Davidson, the owner of Davidson Express Motorcycles in Otsego, to purchase advertising together in hopes of placing a larger ad.

Kevin also has a flyer for the Travel Show who distributes the Allegan County Visitor’s Guide at tradeshow. The cost is \$800 for distribution during nine shows and the funding would come from this year’s budget. A motion was made by Dianna Stampfler, seconded by Betsy Hill to approve an \$800 expenditure for distribution of our guide during nine tradeshow. Motion carried unanimously.

NEXT MEETING – AUGUST 18, 2009 @ 10AM IN SPARTAN CONFERENCE ROOM

ROUND TABLE DISCUSSION

Norm Smith thanked R.J. for hosting today’s meeting on his yacht and for the tour around the lake.

Larry Johnson stated there is a 60th Anniversary Open House at Camp Kidwell this Sunday, July 26th starting at noon.

Terry Bonnell stated the fundraiser for the County Fair is July 31 and August 1, 2009.

Jan Cushman informed everyone The Creative Arts Festival is September 26th in downtown Otsego.

Betsy Hill stated Plainwell's Cuisine for a Cause is this Thursday, July 23rd at 5pm.

Stephanie Peterson stated the PINKS All Out show held on July 10 and 11 at US131 Motorsports Park will be broadcasted on SPEED TV at 8pm on September 24, 2009. She added the sold out show was great!

Kevin Ricco invited the Tourist Council to attend a tour of the county parks on October 6, 2009 hosted by the Parks Commission; the Board of Commissioners will also receive an invitation. Kevin expects the project at New Richmond Bridge Park to be completed in time for the tour which will start in the morning and probably take most of the day. He does not expect to visit every park due to time constraints.

R.J. Peterson mentioned advertising on Comcast is very reasonable at \$2 for every 30 second spot and are run on the History Channel and FOX.

Al Weener informed everyone the sturgeon fundraiser has been rescheduled for the afternoon of August 22, 2009 from 1 – 6pm at the Red Dock Bar and Grill in Saugatuck, MI.

ADJOURNMENT

There being no further business a motion was made by Larry Johnson, seconded by Terry Bonnell to adjourn the meeting at 11:31am. The motion carried by all present.

By: _____
Ronda Foreman, Parks and Tourism Clerk