



Allegan County Parks, Recreation, & Tourism

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May 18, 2010

Human Services Building
Spartan Conference Room

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 Vice-Chairperson Stephanie Peterson on Tuesday, May 18, 2010 at 10:08am 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:	Dianna Stampfler	Al Weener
	Betsy Hill	Luetta Crane
	Stephanie Peterson	Larry Johnson
	Jan Cushman	Terry Bonnell

ABSENT:	Norm Smith	R.J. Peterson
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Also Present:	Kevin Ricco, Director
	Ronda Foreman, Parks and Tourism Clerk

ADDITIONS/DELETIONS TO AGENDA

Kevin has a New Business item to add to the agenda as item 11.b. Arts Alive! Contest.

APPROVAL OF APRIL MEETING MINUTES

A motion was made by Betsy Hill, seconded by Jan Cushman to approve the April 20, 2010 meeting minutes as presented and emailed. The motion carried by everyone present.

FINANCIAL STATEMENTS

Kevin stated there is not much to report; the invoice for the purchase of the Heritage Trail signs was paid and we have already been reimbursed for the signs from the City of Wayland and Heath Township. He also reported the County is currently in the budget process for 2011; with property values down and less taxes collected, 1.5 million must be cut from next year's budget.

TOURISM CONTACTS REPORT – RONDA

The April 2010 contact report and inquiry pie chart were passed out with the agenda packets. Ronda reports she had 1133 itemized inquiries and 318 individual inquiries for the month, which was up from last year's totals of 583 itemized inquiries and 240 individual inquiries. She also mailed out 107 tourist information packets; of

those mailed, 55 were from Michigan but outside the County and 47 were from out-of-state. Three Heritage Trail books and two CD's were also sold in April. Regarding the pavilion and campground reservations so far this year, Ronda stated they are already ahead of last year by 71.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

RIBBON CUTTING UPDATES – NEW RICHMOND, EQUESTRIAN TRAILS

Two flyers were handed out for the upcoming ribbon cutting ceremonies; the Equestrian Trail System opening is at 2pm this Friday, May 21. The DNRE is donating the drinks, Jan Cushman and Esther Ricco will bring cookies and treats, and Kevin is borrowing the podium from the conference room for the speakers. Kevin stated Silver Creek Campground is full this weekend due to the annual WHAM (Walking Horse Association of Michigan) judged trail ride being held on Saturday. FOX 17 News will be there and will air both taped and live segments during the 6 o'clock news show and another snippet sometime during the 10pm broadcast.

The New Richmond Bridge ceremony is at 10am on Saturday, June 5, and will be conducted right on the bridge. Crane's Orchards will be providing apple cider and doughnuts, the Parks Commission members will each bring beverages, and Esther Ricco is baking more treats. The tables for the refreshments, Sturgeon for Tomorrow, and Heritage Trail should be setup on the north side of the park since that is where the majority of people will park. Help is still needed to help direct people where to park or to give information; Kevin guesses 200 people may attend if the weather is nice. After the speakers are finished, the bridge will be turned and may have to be done twice to accommodate all the people. Next on the agenda, Outdoor Discovery Center will give a presentation and RJ plans to bring his paddleboat and is working to put a Dixie band together.

CVB MEETING

Kevin sent an email out to everyone regarding a meeting with Dave Lorenz from Travel Michigan to discuss whether or not forming a CVB would be feasible; the meeting is tomorrow morning at 10am in the Spartan Conference Room. Members who are planning to attend are Larry Johnson, Betsy Hill, Jan Cushman, Norm Smith, and Dianna Stampfler; also invited are the Board of Commissioners and the Parks Commission.

JOINT MEETING WITH PARKS COMMISSION

RJ contacted the Parks Office a couple of weeks ago to propose holding a joint meeting with the Parks Commission in June. Kevin presented the idea to the group at their May 4th meeting, and they would rather have a meeting in the fall when there is not as much official business going on, possibly in September. After some discussion, the Tourist Council agreed to have the meeting at 10am on September 21; Kevin stated he will invite the Parks Commission during their next meeting and added it could easily be moved to the October meeting as well.

NEW BUSINESS

PHOTO CONTEST QUESTION

Ronda received a call from a gentleman who would like to buy an 8 X 10 print of the winter 2010 photo contest winner of the Hamilton Bridge. Kevin wonders about the photographer and thinks it may open up other issues if we were to sell copies. After some discussion the Tourist Council agreed that, since the photographer signs a waiver that allows the TC to use the photo as they wish, it may be a good way to generate revenue if prints of this photo and other contest winners were sold, although a policy should be formed for future sales. Larry requested the item be added to next month's meeting agenda to discuss ideas for post-cards, calendars, and other ways the photos can be used to generate revenue.

A motion was made by Lue Crane, seconded by Al Weener to sell an 8" X 10" print of the Hamilton Bridge 2010 photo contest winner for \$10. The motion carried by everyone present.

ARTS ALIVE! CONTEST

Last week Foreman attended an informational meeting on behalf of the Tourist Council regarding a contest to help support and promote art culture in the area; the Allegan County Community Foundation is holding the contest. Participation is open to local non-profit organizations and the only cost involved is the postage for mailers; all promotional materials will be provided by the ACCF, including posters and banner. During the contest, participants solicit \$1 votes and at the end of the contest they will receive every dollar back for their organization. Participants are also expected to sell tickets to the Arts Alive! Bash in September where the top five groups with the most votes will split the proceeds of the Bash's ticket sales. The deadline to enter the contest is this week, Thursday, May 20, 2010.

After some discussion, a motion was made by Larry Johnson, seconded by Jan Cushman for the Tourist Council not to participate in the Arts Alive contest. The motion carried by everyone present.

NEXT MEETING – JUNE 15, 2010 @ 10AM IN THE TOWER MARINE

ROUND TABLE

Al Weener stated the campout with the Boy Scouts, sponsored by Sturgeon for Tomorrow, was a success and educational for the boys and lasted for two weekends.

Dianna Stampfler informed everyone Saugatuck took fourth place as the coolest town in the country and a victory party is planned. Also, Oval Beach was 35th on the top beaches list, and was the only one that was a fresh water beach.

Jan Cushman stated the Otsego DDA (Downtown Development Authority) has lost most of their funding and they are now trying to come up with ways to raise money. Tonight there will be a presentation by motivational speaker and author Tony Rubleski, president of Mind Capture Group, at 7pm at the Otsego Middle School; over 70 people have signed up to attend.

Larry Johnson stated the Camp Kidwell golf outing is this coming Saturday. There are a couple more annual riding events coming up sponsored by Larry Davidson of Davidson Express in Otsego; Riding for Literacy on June 19, and Chopper Fest on July 23 – 26 being held at US131 Motorsports Park. Larry Davidson is also interested in joining the Tourist Council.

ADJOURNMENT

There being no further business a motion was made by Betsy Hill, seconded by Al Weener to adjourn the meeting at 11:44am. The motion carried by everyone present.

Minutes Submitted By:

Ronda Foreman, Parks and Tourism Clerk