



Allegan County Parks, Recreation, & Tourism

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June 15, 2010

Tower Marine, Saugatuck

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 Parks and Tourism Director, Kevin Ricco on Tuesday, June 15, 2010 at 10:15am at Tower Marine, Saugatuck, Michigan.

Roll Call showed the following members:

PRESENT:	Al Weener	R.J. Peterson
	Betsy Hill	Terry Bonnell
	Larry Johnson	Jan Cushman
ABSENT:	Norm Smith	Dianna Stampfler
	Luetta Crane	Stephanie Peterson
Also Present:	Kevin Ricco, Director	
	Ronda Foreman, Parks and Tourism Clerk	

ADDITIONS/DELETIONS TO AGENDA

None.

APPROVAL OF MAY MEETING MINUTES

A motion was made by Larry Johnson, seconded by Al Weener to approve the May 18, 2010 meeting minutes as presented and emailed. The motion carried by everyone present.

FINANCIAL STATEMENTS

Kevin stated there are no changes to speak of on this month's financial reports. A motion was made by Betsy Hill, seconded by Larry Johnson to approve the financial statements as presented. The motion carried by everyone present.

TOURISM CONTACTS REPORT – RONDA

The May 2010 contact report and inquiry pie chart are in the agenda packet handouts. Ronda reports she had 973 itemized inquiries and 343 individual inquiries for the month, which was up from last year's totals of 895 itemized inquiries and 321 individual inquiries. She mailed out 84 tourist information packets with only 15 being sent to Allegan County residents and 52 to other states. There were no Heritage Trail books or CD sets sold for the month.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

RIBBON CUTTING UPDATES – NEW RICHMOND, EQUESTRIAN TRAILS

Kevin reported both ribbon-cutting ceremonies for the Equestrian Trail System and New Richmond Bridge Park went very well. The weather held out for both events with many people in attendance. FOX 17 News arrived as the ETS ceremony ended and aired several interviews, both taped and live, on their 6 and 10 o'clock shows. Once the speakers were finished, the New Richmond Bridge was turned and the Outdoor Discovery Center gave an informative nature program for attendees regarding wildlife that can be found in the area. Kevin thanked those who attended and contributed refreshments for the events.

CVB DISCUSSION

Kevin stated the meeting with Dave Lorenz last month was informative. As previously mentioned, the first priority moving forward is someone must do the leg work to create a non-profit 501c3 for a CVB. Once it is established, the County will continue to support the CVB with Kevin and Ronda's assistance. Dave suggested holding an informational meeting for all the hotels who qualify with 10 or more rooms; hotels will have the same number of votes as qualifying rooms when it comes time to pass the referendum. He stated this will help to establish the district's boundaries by knowing who will be interested in joining the CVB; if the referendum is turned down, you must wait two years before trying to reestablish within the same district. Everyone in attendance wants to continue to move forward and suggested Dianna may be able to work on getting the 501c3 application completed.

JOINT MEETING WITH PARKS COMMISSION – 11/9

Kevin reminded everyone the Tourist Council had proposed holding a joint meeting in September with the Parks Commission during last month's meeting. Kevin reported when the idea was proposed to the Parks Commission, they felt September was too hectic due to it being the end of the summer season and they countered the offer by suggesting the November meeting. Since the last joint meeting was held during the Parks Commission's regularly scheduled meeting, Kevin suggested the Tourist Council's regularly scheduled meeting on November 9, 2010 and the Tourist Council agreed. Kevin will inform the Parks Commission they will hold a joint meeting with the Tourist Council on that date.

NEW BUSINESS

SPRING PHOTO CONTEST JUDGING

There were four photo entries received for the 2010 Spring Photo Contest adult division, and only one submission in the youth division. Jack Dreyer of Otsego was named the winner in the adult division with his photo of the iron bridge in downtown Allegan. The winning photo in the youth division, submitted by Alyssa Selby of Allegan, was also taken from the boardwalk in downtown Allegan of the gazebo. After some discussion amongst the Council, it was decided the prizes to be awarded to Jack will be a gift certificate to the Fly Inn Restaurant in Plainwell, MI, a bottle of wine, and a Heritage Trail book and CD set; Alyssa will receive a \$25 gift certificate to Plainwell Ice Cream Co. in Plainwell, MI.

CONTEST PHOTOS – POST CARDS, CALENDAR, ETC.

With four members absent from today's meeting, this item will be moved to the July 20, 2010 agenda.

2011 VISITORS GUIDE

Kevin met recently with Celeste Statler regarding the visitor's guide; she reports the feedback received for the 2010 guide has been the best yet. There are folks who are ready to advertise who have not done so in previous years. Overall, everything is good so no changes are recommended for the 2011 guide at this time.

Knowing the Tourist Council's funding dilemma, Celeste suggested hiring one of the staff freelance writer's from the Kalamazoo Gazette to write the guide's articles; she believes a few hundred dollars could be saved. Advertisers liked the four season natural resource articles (and a fifth article for all seasons), although they would like to see more business focused articles.

A motion was made by Terry Bonnell, seconded by Larry Johnson to pursue the hiring of a staff freelance writer from the Kalamazoo Gazette for the 2011 Inside Allegan County visitor's guide. The motion carried by everyone present.

NEXT MEETING – JULY 20, 2010 @ 10AM IN THE SPARTAN CONFERENCE ROOM

ROUND TABLE

Jan Cushman stated Georgina Rozeboom-Doster would like the Tourist Council to come to Doster Elevator Emporium sometime this year to check out her shop in Plainwell. After some discussion, a motion was made by Al Weener, seconded by Jan Cushman to hold the August 17, 2010 meeting at Doster Elevator Emporium located at 12915 Doster Road, Plainwell, Michigan. The motion carried by everyone present.

Al Weener reported his rentals are doing great this year, in fact they are booked through November.

Ronda Foreman asked everyone to get their mileage to her for today's meeting as soon as possible; 2nd quarter mileage vouchers are due.

Larry Johnson informed everyone of a bike ride event this coming Saturday for Imagination Library. There will also be a golf outing on Friday, August 6 at 8:30am at the Cheshire Hills Golf Course.

Betsy Hill stated she has a get well card for everyone to sign for Dianna Stampfler, who fell and broke her ankle during a tornado warning in last week's storm.

Kevin Ricco reported the Wayland Casino is worried about Little River coming in due to the competition.

ADJOURNMENT

There being no further business a motion was made by Terry Bonnell, seconded by Larry Johnson to adjourn the meeting at 11:35am. The motion carried by everyone present.

Minutes Submitted By:

 Ronda Foreman, Parks and Tourism Clerk