



## Allegan County Parks, Recreation, & Tourism

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**January 18, 2011**  
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 Kevin Ricco, County Development Director, on Tuesday, January 18, 2011 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                      Dianna Stampfler  
   Luetta Crane                              Norm Smith  
   Al Weener

ABSENT:                      Jan Cushman                              Terry Bonnell  
   Betsy Hill                                  Larry Johnson

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

#### **ELECTION OF 2011 OFFICERS – CHAIR, VICE CHAIR**

Norm Smith nominated Stephanie Peterson as Chair of the 2011 Tourist Council. A motion was made by Norm Smith, seconded by Dianna Stampfler to close the nominations and cast a unanimous ballot for Stephanie Peterson as the Chair of the 2011 Tourist Council. The motion carried by all present.

Stephanie Peterson nominated Norm Smith as Vice Chair of the 2011 Tourist Council. A motion was made by Stephanie Peterson, seconded by Al Weener to close the nominations and cast a unanimous ballot for Norm Smith as the Vice Chair of the 2011 Tourist Council. The motion passed by all present.

#### **ADDITIONS/DELETIONS TO AGENDA**

None.

#### **APPROVAL OF DECEMBER MINUTES**

A motion was made by Norm Smith, seconded by Dianna Stampfler to approve the December meeting minutes as presented and emailed. The motion passed.

## TOURISM CONTACTS REPORT – RONDA

Ronda stated December contacts were up from November and about the same as last year's totals; there were 90 contacts with 167 total itemized inquiries. A total of 23 tourist packets were mailed to folks outside the county and there were no Heritage Trail books or CD sets sold.

## FINANCIAL STATEMENTS

Kevin stated there are two sets of financial reports included in everyone's handout; 2010 year-end and the 2011 beginning reports. For the coming year the Tourist Council's working budget is \$3060 plus an additional \$250 coming from TMS (Total Market Strategies) for the 2011 visitor's guide ad sales.

## PUBLIC PARTICIPATION

None.

## UNFINISHED BUSINESS

### 2011 VISITORS GUIDE – UPDATE

The 2011 Inside Allegan County visitor's guide was delivered the first week of January and everyone is pleased with the end product. Regarding the writer's compensation, Kevin stated his understanding from Celeste last summer was an invoice would be issued and he was unaware TMS would deduct it off the top of the advertising sales proceeds. Norm suggests in coming years we get written quotes from TMS and other marketers to produce the guide for comparison purposes if for nothing else. This may be an opportunity to ask Celeste to help us be more profitable and grow the guide. In the meantime, Dianna stated we should request an itemized statement from TMS showing the breakdown of how much each item cost; Stephanie would like to review the report before the next meeting. Kevin will request an itemized statement from Celeste and invite her to attend the next meeting.

### CVB DISCUSSION – MEETING WITH BUDGET HOST

Since the last meeting Stephanie, Larry, and Kevin met with the owner of the Budget Host Motel in Allegan who was very receptive and excited about promoting tourism in the county and the idea of forming a CVB. Next they will have to meet with the owners of Castle in the Country in Allegan, Sleepy Hollow Resort in South Haven, and Jensen's Motel & Campground in South Haven; we need all of them to be on board if we hope to pass the referendum to form the county-wide CVB. Dianna may know the person in charge at Sleepy Hollow and will go with Kevin to meet with them if she does. Kevin will contact Ruth at Castle in the Country. Al will check into who is running Jensen's Motel; he may know the contact person.

## NEW BUSINESS

### HERITAGE TRAIL MARKETING DISCUSSION

Kevin stated the Heritage Trail website needs a complete overhaul; the site needs to be more user friendly and accessible to electronic savvy travelers. He would like the Council to consider putting the book, maps, and mp3 recordings on the site. We will also be working to add and update the information along the trail that was recently provided by Betsy and Jan. Kevin asks everyone to go online and check out the site and we will continue the discussion at the March meeting.

## NEXT MEETING – FEBRUARY 15, 2011 @10AM IN SPARTAN CONFERENCE ROOM

### ROUND TABLE DISCUSSION

**Norm Smith** stated as far as bringing in more revenue, is there any interest in producing and selling post cards or calendars. After some discussion, although the group feels post cards are a bit outdated, the calendar is a good idea. Kevin stated someone needs to head up the project, possibly with a sub-committee. The Council would like to wait to see what happens with the CVB before planning a calendar.

**Al Weener** informed the Council of an informational meeting about the installation of the new rearing facility at New Richmond Bridge Park; the meeting will be held at the Saugatuck/Douglas Library at 6pm on Monday, February 7.

**Kevin Ricco** stated in February he will attend his first WMTA Board of Directors meeting being held at Crystal Mountain Resort.

**Dianna Stampfler** reports The Food Network will be filming at Salt of the Earth and Palazzolo's in Fennville next week; there is an article in today's Holland Sentinel. She will also be attending the 2011 Pure Michigan Governor's Conference on March 20 – 22 at the Radisson Hotel in Kalamazoo.

**ADJOURNMENT**

There being no further business the meeting was adjourned.

Minutes Submitted By: \_\_\_\_\_  
Ronda Foreman, Parks and Tourism Clerk