



Allegan County Parks, Recreation, & Tourism

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June 21, 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 Vice Chairperson Norm Smith, on Tuesday, June 21, 2011 at 10:16am 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:	Larry Johnson	Betsy Hill
	Jan Cushman	Luetta Crane
	Norm Smith	Al Weener

ABSENT:	Stephanie Peterson	Dianna Stampfler
	Terry Bonnell	

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

ADDITIONS/DELETIONS TO AGENDA

None.

APPROVAL OF MAY MINUTES

A motion was made by Larry Johnson, seconded by Jan Cushman to approve the May 17, 2011 meeting minutes as presented and emailed. The motion passed.

TOURISM CONTACTS REPORT – RONDA

Reporting on the May contacts, Ronda stated there were 598 inquiries concerning 1607 separate items, which were more than both last month and May of 2010; she credits the leads that are coming in from Travel MI for the increase. 235 tourist packets were mailed; 138 were from out of state or country and 92 were from other counties.

FINANCIAL STATEMENTS

There is nothing new to report on the financial statements however Kevin had one item to talk about. There is an opportunity for the Tourist Council to raise some funds by selling advertising for the County plat books that

are produced by LIS (Land Information Services) and sold through the MSU (Michigan State University) office. The ads had been previously sold by the 4H Club however they are no longer able to do it. After some discussion the Tourist Council stated they would like more information before committing to do the ad sales.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

HERITAGE TRAIL WEB SITE DISCUSSION – UPDATE

Last week Kevin took the Tourist Council's ideas for the Heritage Trail web site to LIS and Information Services and they stated the changes are doable. Both areas will have to work together on the project which is tentatively set to be done by May 1st of next year. The element that will take the most time is getting the site in the right format to be 'smart phone friendly'.

BARRY COUNTY ARTS & EATS PROJECT

Kevin stated he has forwarded all the emails to the Tourist Council that he has received from Barry County regarding their Arts & Eats Project; they thought this would be something the two counties could collaborate on. They were already well into the conceptual part of the project before they approached this group. Kevin stated he believes we need to be involved from the beginning and it is too late to get participants; the TC agreed. Kevin will let them know that we can help market the event this year but do not have time to be an active participant.

NEW BUSINESS

HERITAGE TRAIL – GUIDEBOOK DISTRIBUTION STRATEGY

The Heritage Trail discussion continued from last month's meeting. The libraries need to be contacted to let them know the guidebook will no longer be sold but handed out for free; the CD sets will still be sold for \$12.00. Jan has already informed the Otsego library; Betsy stated she will contact the libraries in Plainwell, Wayland, and Martin; Ronda will contact the remaining libraries.

SPRING PHOTO CONTEST JUDGING

There were four adult entries into the 2011 Spring Photo Contest; none were entered in the youth division. After the votes were tallied the photo entitled 'Out for a Swim' submitted by Will Wallgren was chosen as the winner. He will receive two tickets aboard the Star of Saugatuck and a \$10 gift card to Dean's Ice Cream.

NEXT MEETING – JULY 19, 2011 @ 10AM AT TOWER MARINE IN SAUGATUCK

ROUND TABLE DISCUSSION

Al Weener reports folks have been going through the sturgeon rearing facility at New Richmond Bridge Park; sometimes there are so many people they have to wait outside.

Larry Johnson stated Camp Kidwell had a successful yard sale and Memorial Day Breakfast for raising funds. Also, an Imagination Library event is coming up at the Cheshire Hills Golf Course on July 15th, "Drive for Literacy" Golf Scramble.

Ronda Foreman asked for everyone's help distributing the visitor's guides.

Kevin Ricco reports two weeks ago the BOC approved the creation of an Economic Development Commission and they are now looking for eleven people to fill the seats. There are nine specific focus areas; one is for tourism so if anyone is interested or knows of someone who would like to fill that seat please have them contact Administration to fill out an application.

Betsy Hill informed the TC of Plainwell's Concerts in the Park, 7:30pm every Wednesday night through the end of July.

Jan Cushman stated the Otsego Museum currently has a motorcycle display until July, courtesy of Larry Davidson.

Norm Smith asked how the Triathlon is coming along; Kevin does not know the registration levels and stated they are still in need of volunteers. The event will be held at Littlejohn Lake County Park at 6pm on July 26th.

ADJOURNMENT

There being no further business the meeting was adjourned.

Minutes Submitted By: _____
Ronda Foreman, Parks and Tourism Clerk