



Allegan County Parks, Recreation, & Tourism

3255 122nd Avenue, Suite 102

Allegan, MI 49010

Phone: (269) 686-9088 • Fax: (269) 673-0454

Parks Web: www.allegancounty.org/Parks

Tourism Web: www.visitallegancounty.com

E-mail: parks@allegancounty.org



September 20, 2011

The Lynx

900 M-89, Otsego, MI

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, September 20, 2011 at 10:00am at the offsite location of The Lynx, 900 M-89, Otsego, Michigan.

Roll Call showed the following members:

PRESENT: Larry Johnson Dianna Stampfler
 Jan Cushman Al Weener
 Norm Smith Terry Bonnell

ABSENT: Luetta Crane Stephanie Peterson
 Betsy Hill

Also Present: Kevin Ricco, Director
 Ronda Foreman, Parks and Tourism Clerk
 Mark Fricke, Cumulus Broadcasting Sales Representative

ADDITIONS/DELETIONS TO AGENDA

None.

APPROVAL OF AUGUST MINUTES

A motion was made by Larry Johnson, seconded by Dianna Stampfler to approve the August 16, 2011 meeting minutes as presented and emailed. The motion passed.

TOURISM CONTACTS REPORT – RONDA

Ronda reported 435 contacts were received in August with a total of 1328 itemized inquiries, which are up from the amount received both last month and year. There were 200 tourist packets mailed; 73 were from other counties in Michigan and 127 were from out-of-state. Reporting on the County Fair, Norm stated the crowds were down from previous years. He spoke to some long-standing vendors who were unhappy with changes made at the fair and stated they will not be returning next year.

FINANCIAL STATEMENTS

Kevin stated there is nothing new to report on this month's financial statements. Administration presented a balanced budget to the Board of Commissioners last week which they hope to have approved at their first meeting in October. The Tourist Council's budget will remain the same and \$1000 will be cut from each activity [park] in the Parks Department.

PUBLIC PARTICIPATION

None.

UNFINISHED BUSINESS

CUMULUS BROADCASTING AD OPPORTUNITIES – MARK FRICKE

Mark Fricke from Cumulus Broadcasting attended the meeting to share a marketing/promotional opportunity for Allegan County tourism. The concept is for the Tourist Council to partner with Allegan County businesses for 60 second radio ads that would be run on 103.3 WKFR in Kalamazoo. The ads would run 45 times per week and would be no cost to the Tourist Council. The sponsoring businesses would assume all of the cost for the ads, but it would be at a much reduced rate because of the cooperative with the Council. If 6 businesses sign on for the program it would cost them \$784/month. The 60 second ads would allow 15 seconds for each advertising business and copy for the ads can be changed daily to meet the specific needs of Allegan County and the business partners. The intro and outro for each ad would be about something related to Allegan County tourism. This type of cooperative allows smaller businesses to compete and participate in radio advertising because of the cheaper rate. Mark would be responsible for recruiting the participating businesses and the invoicing. The Council would be responsible for creating the tourism content of the ads. It was presented as a win-win with no cash outlay or contracts necessary.

A motion was made by Al Weener, seconded by Terry Bonnell to approve the concept and move forward with the creation of the cooperative advertising partnership with Cumulus Broadcasting and WKFR. The motion was carried by everyone present.

CVB DISCUSSION CONTINUED

Kevin stated there is nothing to report; Betsy and Stephanie were going to meet with Ruth from Castle in the Country and neither one of them is present for today's meeting.

Regarding the distribution of the Heritage Trail guidebooks, Dianna wrote a letter that will be emailed to each elementary school principle in Allegan County that asks them to distribute the information about the guidebooks to their fourth grade teachers. Kevin stated he was contacted by someone from Hope College who is writing an article on the Heritage Trail.

Next, Kevin asked if everyone was able to view the proposed cover for the 2012 Inside Allegan County visitor's guide that was recently emailed; everyone was pleased with how it is coming along. He also asked if anyone has more ideas for side-bar stories in the guide; contact him with suggestions as soon as possible.

NEW BUSINESS

SUMMER PHOTO CONTEST JUDGING

There were seven adult and four youth entries submitted into the Summer 2011 Photo Contest. After tallying the votes, Jayne DeKraker of Allegan was named the adult winner for her fantastic photo submission "Beautiful Bluebird" of a bluebird nesting in her backyard; she received a \$25 gift certificate to Crane's Pie Pantry Restaurant in Fennville and also a Heritage Trail guidebook and CD set. Seven year old Bailey Stormzand of Allegan was declared the youth winner for her wonderful picture "Little Friend", a picture of a doe taken at the end of River Ridge Drive in Allegan. Her prize is a \$40 gift certificate to enjoy the corn maze at Cranes Orchard and U-Pick in Fennville, and also a Heritage Trail guidebook and CD set. Prizes were donated by Crane's Pie Pantry Restaurant, Crane's Orchards & U-Pick, and the Allegan County Tourist Council.

NEXT MEETING – NOVEMBER 1, 2011 @ 8:30AM IN THE ZIMMERMAN ROOM (WITH PARKS COMMISSION)

ROUND TABLE DISCUSSION

Jan Cushman reports the Creative Arts Festival will be held this coming Saturday, September 24, 2011 in Otsego; visit www.otsegochamger.org for more information.

Larry Johnson stated Camp Kidwell's Halloween Festival will be October 28 – 30, 2011 in Bloomingdale; visit www.campkidwell.org for further details. There is also a great sub shop that just opened in Allegan called UP North Sandwich & Pasty Co. and should be added to the visitor's website under 'Places to Taste'.

Al Weener reminded everyone of the Sturgeon Release Festival at New Richmond Bridge Park from 10am – 2pm on September 24, 2011.

Dianna Stampfler stated there is a discussion coming out of Holland where folks are trying to repeal the law which changed the start of the school year to after Labor Day in September.

Ronda Foreman reminded everyone to report their roundtrip mileage for today's meeting if they have not done so already.

Norm Smith just returned from Alaska; they had the opportunity to go to Brooks Falls to watch the brown bears catch salmon.

ADJOURNMENT

There being no further business the meeting was adjourned at 12:45pm.

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