



Allegan County Parks, Recreation, & Tourism

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December 16, 2011

The Felt Mansion

6597 138th Ave, Holland, MI 49423

11:00am

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 Chairperson Stephanie Peterson on Friday, December 16, 2011 at 11:12am at the offsite location of The Felt Mansion, 6597 – 138th Avenue, Holland, Michigan.

Stephanie opened the meeting by welcoming new member, Joseph Leverage of Allegan.

Roll Call showed the following members:

PRESENT:	Larry Johnson	Dianna Stampfler
	Jan Cushman	Al Weener
	Norm Smith	Betsy Hill
	Stephanie Peterson	Joseph Leverage

ABSENT: Luetta Crane

Also Present: Ronda Foreman, Parks and Tourism Clerk
Ginger Hentz, Barry County MSUE
Maryln Langeance, Parks Commission Member

ADDITIONS/DELETIONS TO AGENDA

None.

APPROVAL OF NOVEMBER MINUTES

Stephanie asked if everyone had a chance to read the November minutes; Al was not at the November meeting and Joe was not yet a Tourist Council member. A motion was made by Jan Cushman, seconded by Dianna Stampfler to approve the November 1, 2011 meeting minutes as presented and emailed. With Al Weener and Joe Leverage abstaining from the vote, the motion carried.

Yes – Jan Cushman	Yes – Dianna Stampfler
Yes – Norm Smith	Yes – Betsy Hill
Yes – Larry Johnson	Abstaining – Al Weener
Yes – Stephanie Peterson	Abstaining – Joe Leverage

TOURISM CONTACTS REPORT – RONDA

The November 2011 contact report and inquiry pie chart were passed out with the agenda packets. Ronda reports she had 545 itemized inquiries and 118 individual inquiries for the month, which was up from last year's totals of 124 itemized inquiries and 57 individual inquiries. From the known contacts, 26 were from Michigan but outside the County and 47 were from out-of-state; 73 tourist information packets were mailed and 10 Heritage Trail CD sets were sold.

FINANCIAL STATEMENTS

Stephanie stated the financial statements are much the same as last month's report. After reviewing the statements, the Tourist Council asked about the balance of \$551 and if it is available to purchase prizes for future photo contests or maybe more advertising to promote ourselves. The Council does not want to leave a balance in the 2011 budget since it cannot be transferred to their 2012 budget.

PUBLIC PARTICIPATION

Maryln Langeance from the Parks Commission is present and has nothing at this time.

UNFINISHED BUSINESS

ARTS & EATS – GINGER HENTZ FROM BARRY COUNTY MSUE

Ginger Hentz from Barry County MSUE is present to give the Tourist Council an update on the first Arts & Eats event that was held in the fall. The two-day event is a back roads art, food and farm tour where the goal is to raise awareness and appreciation of the region's natural resources and surrounding area, and to promote buying locally. Ginger stated the first event was a huge success and they learned a lot of what and what not to do in 2012.

Next, Ginger asked if the Tourist Council would be interested in becoming a partner by expanding the tour into Allegan County for the next Arts and Eats planned for October 20 – 21, 2012. There are forms, templates, and a database available, and everything can be revised or improved to fit our needs. The free self-guided tour is totally funded through sponsors and participation fees (farms, artist studios, restaurants). If the Tourist Council decides they would like to participate, please let Ginger know before their first planning meeting in late January. Everyone thanked Ginger for the offer and information.

Once Ginger left the meeting the Tourist Council continued the discussion and believes the event is a great idea but wondered how funds would be handled. They would like to review the financial report from the 2011 tour along with the forms, templates, and other resources that Ginger reported was available. Stephanie stated if the Council decides they would like to participate, a subcommittee should probably be formed to take on the project. She asked who might be interested to be on the subcommittee; Dianna, Norm, and Joe all volunteered while other members stated they would be glad to help although did not want to commit to being on the subcommittee.

CUMULUS BROADCASTING AD PROGRAM – NEED LIST OF COUNTY'S BIGGEST EVENTS

As everyone may remember, a Sales Representative from Cumulus Broadcasting, Mark Fricke, spoke to us during the September 20, 2011 meeting regarding an on-air advertising program. He recently contacted Kevin and needs direction of who he can contact to make a sales pitch; more specifically he is asking for a list of all the big events in the county. After some discussion, the Tourist Council stated Mark should be given the 2012 event list and he can decide who to contact.

NEW BUSINESS

FALL PHOTO CONTEST JUDGING/AWARDS

There were seven wonderful photo entries in the adult division and three in the youth division for the 2011 "Picture Yourself in Allegan County" Fall Photo Contest. After all of the pictures were displayed on the laptop

for the Council to view and the vote was tallied, Allegan resident Jayne DeKraker's photo entitled 'Autumn's Splendor' was declared the adult winner. She won a \$50 gift card to the Salt of the Earth Eatery in Fennville.

Fifteen year old Connie Kuehl of Allegan won the youth division for her magnificent photo of a bullfrog on the shore of Dumont Lake. She will receive four lift tickets worth up to \$34 each at Bittersweet Ski Resort in Otsego, and a copy of the Heritage Trail guidebook and CD set.

NEXT MEETING – JANUARY 17, 2012 @ 10AM IN THE SPARTAN ROOM

Al Weener, Larry Johnson and Norm Smith will be absent from the January meeting; Betsy Hill may also be absent from the January meeting; Larry Johnson and Norm Smith will not be present for the February 21, 2012 meeting.

ROUND TABLE DISCUSSION

Norm Smith reports Total Market Strategies, a division of the Kalamazoo Gazette and who publishes our visitor's guide, is being shut down however Celeste Statler, our TMS representative, is planning to venture out and start her own marketing company. Norm is not sure if Kevin has heard about this yet but wanted everyone to be aware of the situation.

Stephanie Peterson reports the 2012 Birthday Bash tickets for VIP seating went on sale this week; all other tickets are free.

Everyone wished each other a Merry Christmas!

ADJOURNMENT

There being no further business, a motion was made by Dianna Stampfler, seconded by Jan Cushman to adjourn the meeting at 12:45pm. The motion carried.

By: _____
Ronda Foreman, Parks and Tourism Clerk