



Allegan County Parks, Recreation, & Tourism

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December 14, 2007

Uccello's, Wayland

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 Chair Stephanie Peterson on Friday, December 14, 2007 at 11:00 a.m. at Uccello's, Wayland, Michigan.

Roll Call showed the following members:

PRESENT: Jan Cushman Betsy Hill
 Larry Johnson Stephanie Peterson
 Norm Smith Al Weener
 Ann Kilmartin Dianna Stampfler
 John Shagonaby

ABSENT: None

ADDITIONS/DELETIONS TO AGENDA

No additions or deletions at this time.

APPROVAL OF NOVEMBER MEETING MINUTES

Motion by Betsy Hill, seconded by Dianna Stampfler, to approve the November 13, 2007 minutes as amended. Yays- 9, Nays- 0 and Abstained- 0.

TOURISM CONTACTS REPORT- ANGEL

Angel handed out the November 2007 contact report. November total contacts were 56. There were 23 by e-mail, 5 in person, 1 by mail and 27 by phone. There were 7 CD's and 51 Heritage Trail booklets sold last month. Angel received 3 of these orders by mail.

FINANCIAL STATEMENTS

Kevin stated that there were no changes since last month. The Council did agree by e-mail vote to pay the shortage in advertisement with the visitors guide and Kevin said that amount is going to be approximately \$4,000.00 with the left over money the council decided to advertise on the 131 MotorSports Parks billboard on 131. Stephanie said she could invoice by December but was not sure of the exact dates the sign would be open.

Motion by Larry Johnson, seconded by Ann Kilmartin, to approve advertising on the 131 billboard, up to but not to exceed the balance left in the 2007 budget. Motion carried by everyone present.

PUBLIC PARTICIPATION

No public present.

UNFINISHED BUSINESS

WEBSITE INFORMATION

Kevin reported that everything is ready to be entered on the web site. Mollie Stampfler came in to start entering the information and the system crashed, but did save what she had already entered. Kevin said that it will be easy to update the site once it is up and running. Mollie will be back next week to enter some more information. If anyone is interested in inputting data let Kevin know.

2008 VISITORS GUIDE - CONTENT, DISTRIBUTION, ETC.

Kevin e-mailed the PDF of the visitors guide to everyone in 2 files for those who have dial up. 4-5 people have went through the guide and made changes. Monday all the changes have to be in to TMS because they are sending it to print.

2008 MEETING SCHEDULE

Angel handed out a 2008 meeting schedule for everyone to look at. The November date has not yet been decided, besides that the meetings are mostly the third Tuesday of each month at 10 a.m. The Council decided at the last meeting to change locations every 3 months, so those locations have been reserved. Kevin will be gone on the 17th and the 11th is Veteran's Day so the office will be closed. After discussion the Council decided on Monday, November 10th.

Motion by Betsy Hill, seconded by Jan Cushman, to accept the 2008 meeting schedule as printed and changed. Motion carried by everyone present.

NEW BUSINESS

NEXT MEETING- January 15, 2007 @ 10:00 a.m. @ the Human Services Building in the Spartan Conference Room.

ROUND TABLE DISCUSSION

Al Weener

New Richmond is a possible site for the Sturgeon Rearing facility.

Dianna Stampfler

Reminder: The County Chambers meeting is on January 24th at 6 p.m. at the Hubbard Street Restaurant in downtown Allegan. Please attend if you are able.

Jan Cushman

Jan wants to see the Heritage Trial ad in the Visitors Guide. Kevin said this could be done. Jan would also like to see the interpretive sign locations listed. She stated that there has been too much time and money into this project not to advertise it.

Stephanie Peterson

Stephanie just got home from ADRL. They announced that in June they had 27,000 people attend and had to shut their gates. This year the ADRL will be held in Martin at the Sports Park.

Ann Kilmartin

Ann wanted to let everyone on the council know that they did an excellent job this year.

John Shagonaby

The casino is moving forward with a lot of work left.

Kevin

New Richmond Bridge Park Project has been approved by the Board of Commissioners and this time next year the first phase should be done.

Kevin was contacted by Susan Bailey-Carmen from the Allegan Rotary Club about using the photo contest photos in their fundraiser calendar in 2009. The fundraiser donates money to local charities. Kevin thought this would be a win-win for each group, because that would help advertise the photo contest.

ADJOURNMENT

There being no further business, meeting was adjourned.

By: _____
Angel Schneider, Typist/Clerk