

Allegan County Tourist Council



Allegan County Parks, Recreation &
Tourism
3283 122nd Ave
Allegan, MI 49010
269-686-9088
parks@allegancounty.org
<http://www.allegancounty.org>

Chairperson: Vacant
Vice Chairperson: Rick Burn

TOURIST COUNCIL MEETING – MINUTES

Tuesday, April 11, 2023, @ 10:00am

County Services Building – Board Conference Room -3283 122nd Ave, Allegan, MI 49010

Virtual Connectivity Option: <https://us02web.zoom.us/j/81154144700>

**Maria
Albright**
269-686-6595
Allegan

Scott Beltman
616-292-1414
Hopkins

**Melissa
Brower**
616-550-3408
Fennville

Rick Burn
678-296-1409
Holland

Matt Helmus
616-355-1031
Holland

**Debbie
Laraway**
269-416-0221
Pullman

Tim Perrigo
269-686-0276
Allegan

Ashley VanZee
616-834-1270
Zeeland

CALL TO ORDER: Meeting was called to order by Gildea at 10:04am.

ROLL CALL:

Members Present: Maria Albright, Scott Beltman, Melissa Brower, Rick Burn

Members Absent: Matt Helmus, Debbie Laraway, Tim Perrigo, Ashley VanZee

Also Present: Brandy Gildea, Heather Bausick

ELECTION OF OFFICERS:

Chairman: A motion was made by Beltman, seconded by Brower to elect Burn as Chairman of the Tourist Council. The motion carried

Vice-Chairman: A motion was made by Burn, seconded by Albright to elect Laraway as the Vicechair of the Tourist Council. The motion carried. As Laraway was absent for this meeting, she will have the option to reject this position and a re-election will take place.

APPROVAL OF MINUTES: A motion was made by Beltman, seconded by Brower to approve the November 15, 2022 minutes as presented. The motion carried.

PUBLIC PARTICIPATION: None

ADDITIONAL AGENDA ITEMS: None

APPROVAL OF AGENDA: A motion was made by Albright, seconded by Beltman to approve the agenda as presented. The motion carried.

PRESENTATION: None

REVIEW ITEMS:

1. Financial Statements
 - Gildea states the only costs are for the 800 number so far this year

RECOMMENDATION/ACTION ITEMS:

1. None
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DISCUSSION ITEMS:

1. Letter of Support - Bicycle/XC ski trail Through State Game Area – Review and recommend to BOC/County Administrator a request for Support from Rob Allen/5A's for creating a bicycle/XC ski trail system through the Allegan County State Game Area.
 - Rob Allen spoke regarding his proposal to MTAC council for a trail system. He states the trails are unsafe and unreachable and his proposal would create access and usability. Currently DNR wildlife division is in control of the game area which is causing final approval to be stalled. Allen proposal includes a linear trail and a single, natural path following topography of the land with trailheads in Hamilton and Allegan.

A motion was made by Burn, seconded by Albright to recommend to the BOC/County Administrator a request for support for Rob Allen/5 A's for creating a bicycle/XC ski trail system through the Allegan County State Game Area. The motion carried.
2. Z-card Design Review
 - Gildea states by the end of 2023 these cards should be revamped with new maps but the cover should remain the same because people are familiar with the design. She asked the board to start thinking about what we are missing and what we should add to the new cards.
 - Albright suggested adding a QR code with links to different maps and/or businesses including local weather and lake conditions, ORV trails, potential live cams
 - Burns suggested to place a live cam at 58th street by the river so public can view river conditions
3. 2023 Tourist Council
 - a. Projects/Goals
 - Heritage Trail revamp begins in June and will reach out to companies for quotes on signage and new brochures and maps will be developed
 - b. Marketing Strategies
 - Gildea submitting through the budget process a request for a communications and marketing coordinator for 2024 to provide further community connections for the department and county

NOTICE OF APPOINTMENTS: None at this time.

Vacancy: term expires 12/23

FUTURE AGENDA ITEMS:

- Beltman suggested exploring opening the New Richmond bridge for a link across the river for the ORV trail system. Gildea stated this proposal needs to be sent to the county insurance provider and the Historic Association for initial approval before it can proceed.

ROUND TABLE: None

ADJOURNMENT: A motion was made by Albright and seconded by Beltman to adjourn the meeting at 11:32am. The motion carried.

Next Meeting – May 16, 2023 @ 10:00 in County Services Building – Board Conference Room -3283 122nd Ave, Allegan, MI 49010