

# Allegan County Tourist Council



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

**Chairperson: Rick Burn**  
**Vice Chairperson: Debbie Laraway**

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## TOURIST COUNCIL MEETING – MINUTES

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

Tuesday, May 16, 2023, @ 10:00am  
County Services Building – Board Conference Room -3283 122<sup>nd</sup> Ave, Allegan, MI 49010  
Virtual Connectivity Option: <https://us02web.zoom.us/j/81154144700>

**Scott Beltman**  
616-292-1414  
Hopkins

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

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

### **ROLL CALL:**

**Members Present:** Maria Albright, Scott Beltman (ZOOM), Melissa Brower, Rick Burn, Debbie Laraway

**Members Absent:** Matt Helmus, Tim Perrigo, Ashley VanZee

**Also Present:** Brandy Gildea, Heather Bausick

**Rick Burn**  
678-296-1409  
Holland

**APPROVAL OF MINUTES:** A motion was made by Burn, seconded by Albright to approve the April 11, 2023 minutes as presented. The motion carried.

**Matt Helmus**  
616-355-1031  
Holland

**PUBLIC PARTICIPATION:** None

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

**ADDITIONAL AGENDA ITEMS:** None

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

**Tim Perrigo**  
269-686-0276  
Allegan

### **PRESENTATION:**

Melissa Brower, Lakeshore Networking

- Melissa presented an overview of Lakeshore Networking and its purpose. Lakeshore Networking began in Saugatuck about 20 years ago and the group comes together monthly to meet at local establishments. Attendees pass out business cards and network with other businesses.

Jenny Boerman, Executive Director Otsego-Plainwell Chamber of Commerce

- Spoke about Otsego-Plainwell events that promote networking with businesses. The Chamber of Commerce has a board of directors and also has school superintendents involved in community events and outreach. The office currently plans various Day Trips for members of the community to become involved in the city

**Ashley VanZee**  
616-834-1270  
Zeeland

### **REVIEW ITEMS:**

1. Financial Statements

- Gildea states the only costs are for the 800 number so far this year
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**RECOMMENDATION/ACTION ITEMS:**

1. None
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**DISCUSSION ITEMS:**

1. Z-Card Design Review
    - Add QR Codes for Heritage Trail, ORV trails, tourism/parks website to new Z-Card design
    - Map of County as on previous card
    - Webcam links
    - Resize overall card to a 6 panel design to save on cost and wasted space
    - Complete design and have ready at August meeting
  2. Tourist Council Website Review
    - Put link on Z-Card will help web traffic
    - Remove Otsego Main St from website
    - Add ORV trail map and/or links
  3. 2023 Tourist Council
    - a. Projects/Goals
      - Z-Card with updated pictures of places in the county
      - Heritage Trail update late June
    - 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
    - c. Onlyinyourstate.com advertising
      - Trestle Bridge
      - POW Camp
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**NOTICE OF APPOINTMENTS:** None at this time.

Vacancy: term expires 12/23

**FUTURE AGENDA ITEMS:**

- Brainstorm Day Trip ideas

**ROUND TABLE:** Albright: states she has a new email and to discontinue using old email

**ADJOURNMENT:** A motion was made by Brower and seconded by Burn to adjourn the meeting at 11:33am. The motion carried.

Next Meeting – August 15, 2023 @ 10:00 in County Services Building – Board Conference Room -3283 122<sup>nd</sup> Ave, Allegan, MI 49010