

# 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

Tuesday, November 14, 2023, @ 10:00 am

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

Virtual Connectivity Option: <https://us02web.zoom.us/j/84412707116>

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

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

**Jenny  
Boerman**  
269-694-6880  
Plainwell

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

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

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

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

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

**CALL TO ORDER:** Meeting was called to order by Burn at 10:08am

### **ROLL CALL:**

**Members Present:** Matt Helmus (Zoom), Jenny Boerman, Rick Burn (Zoom),  
Debbie Laraway, Melissa Brower

**Members Absent:** Scott Beltman, Ashley VanZee, Maria Albright

**Also Present:** Brandy Gildea, Jesse Lechner

**APPROVAL OF MINUTES:** A motion was made by Laraway, seconded by Brower  
to approve the August 15, 2023 minutes as presented. The motion carried.

**PUBLIC PARTICIPATION:** None

**ADDITIONAL AGENDA ITEMS:** None

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

**PRESENTATION:** None

### **REVIEW ITEMS:**

#### **1. Financial Statements:**

Gildea discussed that the budget is on track for expenses. Z-Cards will be paid  
for with the remaining budget.

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### **RECOMMENDATION/ACTION ITEMS:**

#### **1. 2024 Tourist Council Meeting Schedule**

<b>Date</b>	<b>Time</b>	<b>Place</b>
February 20	10:00 am	Board Conference Room
May 21	10:00 am	Board Conference Room
August 20	10:00 am	Board Conference Room
November 19	10:00 am	Board Conference Room

- Burns motioned to approve the Tourist Council Meeting Schedule, changing the Feb 20, 2024 meeting to Feb 13, 2024. Laraway seconded the motion. The motion carried.
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**DISCUSSION ITEMS:**

**1. Z-card Design Review**

Gildea went over the changes and corrections made to the Z-card. Board Members in favor of changes. The map, photos, and layout are appealing & clear.

**2. Heritage Trail Update**

Gildea will continue to work on the RFP to move forward with the design

**3. Day Trip Ideas to Advertise – brainstorming**

- Boerman suggests a small group meet to discuss structuring this with other board members to assist.
  - Burns addresses goals, they should focus on bringing Jobs and Revenue to the community by utilizing the heritage trail if possible.
  - Board Members agree to share more events via email or messaging to staff so that we can share them on social media.
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**NOTICE OF APPOINTMENTS:**

Vacancy: ONE (term expires 12/23)

Terms Expires at end of 2023: Three (will need to submit applications to continue):

- Maria Albright
- Jenny Boerman
- Ashley VanZee

**FUTURE AGENDA ITEMS:** None.

**ROUND TABLE:**

**Burns** – Let everyone know that a discussion will be occurring on December 6 to coordinate Parks, Recreation, and Tourism efforts, and resources.

**ADJOURNMENT:** A motion was made by Boerman and seconded by Brower to adjourn the meeting at 10:50 am. The motion carried.

Next Meeting – February 13, @ 10:00 in County Services Building – Board Conference Room -3283 122<sup>nd</sup> Ave, Allegan, MI 49010