

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: Jamie Krupka
Vice Chairperson: Chris Dulac

TOURIST COUNCIL MEETING – AGENDA

Tuesday, August 17, 2021 @ 10:00am

Zimmerman Room - Human Service Building -3255 122nd Ave, Allegan, MI 49010

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

Scott Beltman
616-292-1414
Hopkins

Rick Cain
269-774-7918
Shelbyville

Chris Dulac
269-673-4625
Allegan

Matt Helmus
616-355-1031
Holland

Jamie Krupka
616-886-5568
Holland

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

Tim Perrigo
269-686-0276
Allegan

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

PUBLIC PARTICIPATION:

ADDITIONAL AGENDA ITEMS:

APPROVAL OF AGENDA:

REVIEW ITEMS:

1. Financial Statements
-

RECOMMENDATION/ACTION ITEMS:

1. None
-

DISCUSSION ITEMS:

1. Heritage Trail Project
-

NOTICE OF APPOINTMENTS:

- **Vacancy: term expires 12/23**

FUTURE AGENDA ITEMS:

ROUND TABLE:

ADJOURNMENT: Next Meeting – Tuesday, November 16, 2021 @ 10:00 in
Zimmerman Room - Human Service Building -3255 122nd Ave, Allegan, MI 49010

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Chairperson: Jamie Krupka

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TOURIST COUNCIL MEETING – MINUTES

Tuesday, May 18, 2021 @ 10:00am

Virtual Meeting – Connectivity Instructions **Attached**

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

Rick Cain
269-774-7918
Shelbyville

Chris Dulac
269-673-4625
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CALL TO ORDER: Meeting was called to order by Vice Chair Dulac at 10:06 am

ROLL CALL:

Members Present: Maria Albright, Rick Cain, Chris Dulac, Matthew Helmus, Tim Perrigo

Members Absent: Jamie Krupka, Debbie Laraway

Also Present: Brandy Gildea, Heather Bausick

APPROVAL OF MINUTES: A motion was made by Cain, seconded by Helmus to approve the February 16, 2021 minutes as presented. The motion carried.

Yes – Albright	Absent – Krupka
Yes – Cain	Absent – Laraway
Yes – Dulac	Yes – Perrigo
Yes – Helmus	

PUBLIC PARTICIPATION: None

ADDITIONAL AGENDA ITEMS: None

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

Yes – Albright	Absent – Krupka
Yes – Cain	Absent - Laraway
Yes – Dulac	Yes - Perrigo
Yes - Helmus	

REVIEW ITEMS:

1. **Financial Statements** - Gildea stated the financial reports are in the agenda packet and displayed on the monitor; to date very little money has been spent and most of the money is remaining. Only money that has been spent has been on advertising.

RECOMMENDATION/ACTION ITEMS:

1. None
-

DISCUSSION ITEMS:

1. **Heritage Trail Project** – Gildea touched on points within the Heritage Trail list of items that need to be addressed before printing new maps or brochures including renumbering, are destinations in the right order, how will a mobile app work? South Haven's Z-Card example was presented as a potential marketing tool to promote the Heritage Trail. Helmus suggested the board work in small committees to work on this project and regroup the main goal. Perrigo agreed to work on a committee with Helmus and Gildea.
-

NOTICE OF APPOINTMENTS:

1. **Vacancy: term expires 12/23**
2. **Vacancy: term expires 12/23**

FUTURE AGENDA ITEMS:

1. None

ROUND TABLE:

Dulac – Spoke about the Kalamazoo River Morrow Dam catastrophe. A reservoir was let out and dumped sediment into the river which is traveling downstream. This has created algae blooms and the river is extremely muddy and the fish are even having difficulty with this introduction of sediment.

Perrigo – New stores in Allegan include Let it Grow which is a succulent and plant store, Tantrick has moved downtown with the dining, Food Motivated, in the lower level, Blessings & Bravery is moving across the street because they have outgrown their space. The Regent Theatre has reopened, Rolling on the River will return on Friday nights this summer, fireworks will take place on 7/3/21. Biggby's coffee is trying to open but there are some property ownership issues with access points to driveways. Four licenses have been approved for marijuana shops and 3 buildings are actively converting to storefronts.

Helmus – Tulip time had a great turnout, lots of visitors and heavier traffic than pre-Covid which was great, but posed issues because of low staffing.

Cain – ORV public hearing on 6/10/21. There are 20 townships in support of ORV and will probably pass. The casino growth is exploding. They are finishing an addition and adding another 300 million hotel/waterpark addition. Courthouse project will be done in the fall. Covid vaccine clinics are going very well, lots of volunteers, very organized. The county received 23 million dollars that they are looking to put into long term rewards. Broadband internet is in the forefront of importance.

Albright – State Game Area has been doing a lot of prescribed burning. There has been a lot of usage of the Game Area. Tires were being dumped and they have been cleaned up and they found the dumpers and warrants have been issued for them. Sound testing has been done on the range but the results won't be available for awhile. Mid June the DNR is aiming for more normal office hours.

Gildea – Very busy start to the year. This has been the busiest spring yet. Campgrounds are already full most weekends. West Side park start have been rebuilt.

Bausick – Agreed with Brandy. Very busy start to the year. Phone calls and requests for tourism literature has been extensive.

ADJOURNMENT: Next Meeting – Tuesday, August 17, 2021 @ 10:00 in
Zimmerman Room (Human Service Building – 3255 122nd Ave, Allegan, MI 49010)

A motion was made by Cain, seconded by Albright to adjourn the meeting at 10:45am.
The motion carried.

Yes – Albright	Absent – Krupka
Yes – Cain	Absent – Laraway
Yes – Dulac	Yes – Perrigo
Yes – Helmus	

expdetl.rpt
08/09/2021 10:38AM
Periods: 0 through 15

Expenditure Detail Report

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Allegan County
01/01/2021 through 12/31/2021

2080 PARK/RECREATION FUND

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
774 RECREATION/TOURISM COUNCIL						
774.727.00.00 OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
774.728.00.00 PRINTING & BINDING	3,000.00	0.00	0.00	0.00	3,000.00	0.00
1/28/2021 invoice IN 197975		-1,300.00				
Line Description: advertising, shoreline visitor Document Description : COUNTY OF ALLEGAN						
Vendor: 018708 COBB COMMUNICATIONS INC Check # 0						
774.728.00.00 PRINTING & BINDING	3,000.00	-1,300.00	-1,300.00	0.00	4,300.00	-43.33
774.811.00.00 MEMBERSHIPS & SUBSCRIPTIONS	350.00	0.00	0.00	0.00	350.00	0.00
4/19/2021 invoice IN 220599193		1.52				
Line Description: 800 NUMBER Document Description : ACCOUNT #30304148 - ALLEGAN COUNTY TOURISM						
Vendor: 001626 LUMEN, DBA CENTURY LINK Check # 362730						
5/25/2021 invoice IN 222620374		2.61				
Line Description: 800 NUMBER Document Description : ACCT# 30304148 - ALLEGAN COUNTY TOURISM						
Vendor: 001626 LUMEN, DBA CENTURY LINK Check # 363351						
6/14/2021 invoice IN 230565576		1.04				
Line Description: 800 NUMBER Document Description : ACCT# 30304148 - ALLEGAN COUNTY PARKS						
Vendor: 001626 LUMEN, DBA CENTURY LINK Check # 363693						
7/20/2021 invoice IN 234517924		3.63				
Line Description: 800 NUMBER Document Description : ACCT# 30304148 - ALLEGAN COUNTY TOURIST						
Vendor: 001626 LUMEN, DBA CENTURY LINK Check # 364395						
774.811.00.00 MEMBERSHIPS & SUBSCRIPTIONS	350.00	8.80	8.80	0.00	341.20	2.51
774.818.00.00 OTHER CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
774.851.00.00 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
774.861.00.00 TRAVEL EXPENSES-ROUTINE/OPERAT	500.00	0.00	0.00	0.00	500.00	0.00
774.901.00.00 ADVERTISING	6,150.00	0.00	0.00	0.00	6,150.00	0.00

expdetl.rpt
 08/09/2021 10:38AM
 Periods: 0 through 15

Expenditure Detail Report

Page: 2

Allegan County
 01/01/2021 through 12/31/2021

2080 PARK/RECREATION FUND

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
774.901.00.00 ADVERTISING	(Continued)					
3/15/2021 invoice IN 21514		1,700.00				
Line Description: 2021 CAREFREE TRAVEL GUIDE PUB Document Description : CUST# 020032 - ALLEGAN COUNTY PARKS						
Vendor: 002108 WEST MI TOURIST Check # 362080						
5/11/2021 invoice IN 199532		1,125.00				
Line Description: ADVERTISING IN SHORELINE VISIT Document Description : ALLEGAN COUNTY PARKS AND RECREATION						
Vendor: 018708 COBB COMMUNICATIONS INC Check # 363076						
5/11/2021 invoice IN 199531		1,800.00				
Line Description: ADVERTISING IN SHORELINE VISIT Document Description : ALLEGAN COUNTY PARKS AND RECREATION						
Vendor: 018708 COBB COMMUNICATIONS INC Check # 363076						
774.901.00.00 ADVERTISING	6,150.00	4,625.00	4,625.00	0.00	1,525.00	75.20
774.956.00.00 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
774.998.00.00 GROUP BUDGET ACCOUNT	0.00	0.00	0.00	0.00	0.00	0.00
Total PARK/RECREATION FUND	10,000.00	3,333.80	3,333.80	0.00	6,666.20	33.34
Grand Total	10,000.00	3,333.80	3,333.80	0.00	6,666.20	33.34