

Allegan County Tourist Council



Allegan County Parks, Recreation &
Tourism
3283 122nd Ave
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<http://www.allegancounty.org>

Chairperson: Jamie Krupka
Vice Chairperson: Chris Dulac

TOURIST COUNCIL MEETING – MINUTES - DRAFT

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

CALL TO ORDER: Meeting was called to order by Chairman Krupka at 10:12

Rick Cain
269-774-7918
Shelbyville

ROLL CALL:

Members Present: Matthew Helmus, Chris Dulac, Tim Perrigo, Rick Cain, Jamie Krupka

Members Absent: Maria Albright, Aspen Shagonaby, Debbie Laraway

Also Present: Brandy Gildea,

Chris Dulac
269-673-4625
Allegan

APPROVAL OF MINUTES: A motion was made by Perrigo, seconded by Helmus, to approve the August 18, 2020 minutes as presented. The motion carried.

Matt Helmus
616-355-1031
Holland

Absent– Albright Absent – Shagonaby

Y – Helmus Y – Cain

Y– Krupka Y– Dulac

Absent – Laraway Y – Perrigo

Jamie Krupka
616-886-5568
Holland

PUBLIC PARTICIPATION: None

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

ADDITIONAL AGENDA ITEMS: None

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

Tim Perrigo
269-686-0276
Allegan

Absent– Albright Absent – Shagonaby

Y – Helmus Y – Cain

Y– Krupka Y– Dulac

Absent – Laraway Y – Perrigo

**Aspen
Shagonaby**
575-770-8671
Plainwell

REVIEW ITEMS:

1. **Financial Statements** - Gildea stated the financial reports are in the agenda packet and displayed on the monitor; to date approximately \$6954 has been expended towards marketing/advertising. We partnered up again with Shoreline Visitors Guide with features in the Spring/Summer and Fall/Winter editions. We also have done Facebook postings and four seasonal e-blasts with WMTA (West Michigan Tourist Association).

RECOMMENDATION/ACTION ITEMS:

1. **2021 Tourist Council Meeting Schedule** – A motion was made by Dulac, seconded by Perrigo to approve the 2021 Tourist Council Meeting Schedule. Motion approved

Absent– Albright	Absent – Shagonaby
Y – Helmus	Y – Cain
Y– Krupka	Y– Dulac
Absent – Laraway	Y – Perrigo

DISCUSSION ITEMS:

1. **2021 Advertising/Marketing Update**
 - a. Shoreline Guide Partnership
 - b. WMTA
 - c. County “Trail” Maps
 - d. Z-cards

Gildea stated that she is still working with the Shoreline Guide group to determine the partnership and if we will put an ad in their guide in 2021. We again will plan to put an ad in the WMTA guide and again do Facebook postings and four seasonal e-blasts with them. Gildea is hoping once a new Administrative Assistant is hired she will have this person start working on developing County “trail maps” and social media posts. We have plenty of z-cards to get us through 2021 and will look to order in 2022. Will review and draft changes to cards next summer.

2. **Heritage Trail Project**

In the agenda packet is the trail map and all the notes from previous meetings that are up to date. Gildea asked everyone to review for further discussion at a future meeting such as other locations to add or dividing the trail into area loops, though she feels we have a pretty good idea of the changes we need to make. We can also start working with groups and municipalities regarding Adding places and the signage, information, and funding. Gildea has checked into www.theclio.com and thinks it will be a good platform (website/app) that can be used. Will hope to start working on it in 2021.

NOTICE OF APPOINTMENTS:

- **Vacancy: term expires 12/20**

FUTURE AGENDA ITEMS: None

ROUND TABLE:

Krupka – Thinks going well at ODC. Working with quite a few school and taking programs to them. Figuring out different ways to work with covid restrictions.

Cain – County staying busy. Courthouse entrance project moving forward. Tax item did pass at election.

Perrigo– grid restaurant open, Tantrick moving downtown. Merchants got together to put on ladies night.

Helmus - Got all tulips planted. Hope to have tulip festival this spring.

Chris– hotel in Allegan got approved, old Blimbies site being turned into a grill. Giant Jerseys subs opening in Otsego/Plainwell.

ADJOURNMENT: A motion was made by Dulac, seconded by Cain to adjourn the meeting at 10:36am. The motion carried.

Absent– Albright	Absent – Shagonaby
Y – Helmus	Y – Cain
Y– Krupka	Y– Dulac
Absent – Laraway	Y – Perrigo