

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: Rick Burn
Vice Chairperson: Debbie Laraway

Scott Beltman
616-292-1414
Hopkins

**Rebecca
Bodnar**
269-650-2007
Allegan

**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

**Elizabeth
Ritsema**
269-650-0211
Allegan

TOURIST COUNCIL MEETING WITH PARKS ADVISORY BOARD– AGENDA

Tuesday, August 20, 2024, @ 10:00 am

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

Virtual Connectivity Option: <https://us02web.zoom.us/j/83139172450>

CALL TO ORDER:

ROLL CALL:

ELECTION OF OFFICERS:

APPROVAL OF MINUTES:

PUBLIC PARTICIPATION:

ADDITIONAL AGENDA ITEMS:

APPROVAL OF AGENDA:

PRESENTATION: None

REVIEW ITEMS:

1. Financial Review
-

RECOMMENDATION/ACTION ITEMS:

DISCUSSION ITEMS:

1. Tourist Council Board Planning
-

NOTICE OF APPOINTMENTS:

TC Vacancy: One (term expires 12/26)

PUBLIC PARTICIPATION:

FUTURE AGENDA ITEMS:

ROUND TABLE:

ADJOURNMENT: Next Meeting TC meeting – November 19, 2024 @ 10:00 in County Services Building – Board Room -3283 122nd Ave, Allegan, MI 49010

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TOURIST COUNCIL MEETING – MINUTES

Tuesday, May 21, 2024, @ 10:00 am

Human Services Building – **Zimmerman Room** -3255 122nd Ave, Allegan, MI 49010

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

CALL TO ORDER: Meeting was called to order by Gildea at 10:02 am

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

ROLL CALL:

Present: Melissa Brower, Elizabeth Ritsema, Jenny Boerman, Scott Beltman, Rebecca Bodnar

Absent: Rick Burn, Matt Helmus, Debbie Laraway

Also Present: Rob Sarro, Brandy Gildea, Jesse Lechner, Dan Wedge, Hailey Pearson, Taylor Bentley (Allegan Area Chamber of Commerce), Parks Board Members (Pam Brown, John Clark, Josh Driscoll, Kevin Formsma, Jackie Metz, Mark DeYoung, Jaclyn Hulst)

Rick Burn
678-296-1409
Holland

Matt Helmus
616-355-1031
Holland

Introductions were made, around the room to accommodate the parks board attending and with the addition of a new tourist council member, Rebecca Bodnar. She is looking forward to supporting the tourism group with an interest in local events in Allegan County.

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

APPROVAL OF MINUTES: Motion made by Beltman, seconded by Brower to approve the February 13, 2024 minutes as presented. The motion carried.

**Elizabeth
Ritsema**
269-650-0211
Allegan

PUBLIC PARTICIPATION: None.

ADDITIONAL AGENDA ITEMS: None.

**Rebecca
Bodnar**
269-650-2007
Allegan

APPROVAL OF AGENDA: Motion was made by Driscoll, seconded by Brown to approve the agenda. The motion carried.

PRESENTATION: None

REVIEW ITEMS:

1. Financial Review –

Gildea discussed the budget for 2024. Reviewed Expenditure Report, discussed costs of advertising in West Michigan Tourist Association Travel Guide, Ordering and printing of z-cards.

RECOMMENDATION/ACTION ITEMS:

1. None
-

DISCUSSION ITEMS:

1. Recreation Plan Review-
 - a. Impact on Parks, Recreation & Tourism; Gildea discussed the progress of completing the Allegan County 2025-2029 Recreation Plan. She went through the entire plan with the group. Wedge gave insight into surveys and Gildea discusses the value and inputs of the public.
 2. Tourist Council and Parks Advisory Board Planning
 - a. Gildea discussed the goals of the Tourist council and park's meetings, and the goal of combining these groups. She discussed the history and roles of past Tourist Councils. Gildea highlighted what the current board has worked on and asked the boards to consider what could come of a merged board. Sarro discusses funding for Parks, Recreation, and tourism, he discusses defining the goals for the future of possibly combining with the parks board. He discusses the opportunities to take things to the Board of Directors and the changes that this could bring.
-

NOTICE OF APPOINTMENTS:

TC Vacancy: One (term expires 12/26)

FUTURE AGENDA ITEMS: None.

ROUND TABLE:

Jenny Boerman: Discussed Otsego/Plainwell Chamber plans and welcomed anyone to come to meetings. Plans to try and help more with tasks related to the tourist council and looks forward to working with Parks also. Discusses the calendar of events and offers the opportunity to post events and utilize this calendar.

Scott Beltman: Discussed DNR Game area meeting to discuss the use of trails and maintenance of them, and upcoming plans for this.

Rebecca Bodnar: Discussed lack of winter activities, suggests ice skating rinks, snow shoeing.

John Clark: Little John Disc golf course is coming along, invites everyone to visit Littlejohn Lake Park.

Jaelyn Hulst: Suggests we post the community calendar to the tourism page. Asks about getting a QR code for each park and amenities.

ADJOURNMENT: Next TC Meeting – August 20, 2024 @ 10:00 in County Services Building – Board Conference Room -3283 122nd Ave, Allegan, MI 49010

A motion was made by Brown, seconded by Brower to adjourn the meeting at 12:08 pm. The motion carried.

Expenditure Detail Report

Allegan County
 01/01/2024 through 12/31/2024

208 PARKS/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>
208-751.000 PARKS & RECREATION						
208-751.774 TOURISM COUNCIL						
208-751.774-727.000 OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
208-751.774-818.000 CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
208-751.774-851.000 TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00
1/26/2024 invoice IN 672345285						
Line Description: TC NUMBER Document Description : ACCT # 30304148 ALLEGAN COUNTY TOURSIST						
Vendor: 001626 LUMEN, DBA CENTURY LINK Check # 381833						
208-751.774-851.000 TELEPHONE	0.00	8.11	8.11	0.00	-8.11	0.00
208-751.774-861.000 TRAVEL EXPENSES	500.00	0.00	0.00	0.00	500.00	0.00
2/29/2024 invoice IN 6281-6938						
Line Description: CONFERENCE REGISTRATION FOR BR Document Description : ALLEGAN CNTY TRANSPORTATION CC 2/1/23 -						
Vendor: 002705 J P MORGAN CHASE BANK NA Check # 382473						
208-751.774-861.000 TRAVEL EXPENSES	500.00	978.00	978.00	0.00	-478.00	195.60
208-751.774-861.020 TRAVEL - MILEAGE/FUEL	0.00	0.00	0.00	0.00	0.00	0.00
208-751.774-900.000 PRINTING & BINDING	3,000.00	0.00	0.00	0.00	3,000.00	0.00
1/26/2024 invoice IN C3246						
Line Description: TOURIST COUNCIL Document Description : ALLEGAN COUNTY PARKS & REC, Z CARDS						
Vendor: 018654 INSTEP MARKETING INC, DBA Z-CARD NORTH AMERICA Check # 381818						
1/26/2024 genjrnI GJ 23229-R						
Line Description: Parks Invoice C3246 Document Description : REVERSE OF 23229						
208-751.774-900.000 PRINTING & BINDING	3,000.00	0.00	0.00	0.00	3,000.00	0.00
208-751.774-901.000 ADVERTISING	6,150.00	0.00	0.00	0.00	6,150.00	0.00
3/18/2024 invoice IN 24561						
Line Description: 2024 CAREFREE TRAVEL GUIDE Document Description : CUST # 020032 ALLEGAN COUNTY PARKS						
Vendor: 002108 WEST MI TOURIST Check # 382787						

Expenditure Detail Report

Allegan County
 01/01/2024 through 12/31/2024

208 PARKS/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>
208-751.774-901.000 ADVERTISING	(Continued)					
4/22/2024 invoice IN 202910		3,095.00				
Line Description: ADVERTISEMENT Document Description : ALLEGAN COUNTY PARKS- SVG AD						
Vendor: 018708 COBB COMMUNICATIONS INC Check # 383478						
4/23/2024 invoice IN 41952		750.00				
Line Description: Regional Static Image - New Bu Document Description : ALLEGAN COUNTY PARKS- CUST ID: ALLEGAN						
Vendor: 021964 WEATHER METRICS, INC, DBA WMVISION, LLC Check # 383585						
208-751.774-901.000 ADVERTISING	6,150.00	5,735.00	5,735.00	0.00	415.00	93.25
208-751.774-956.000 MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
208-751.774-958.000 MEMBERSHIPS & SUBSCRIPTIONS	350.00	0.00	0.00	0.00	350.00	0.00
208-751.774-998.000 GROUP BUDGET ACCOUNT	0.00	0.00	0.00	0.00	0.00	0.00
Total PARKS/RECREATION FUND	10,000.00	6,721.11	6,721.11	0.00	3,278.89	67.21
Grand Total	10,000.00	6,721.11	6,721.11	0.00	3,278.89	67.21