

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 – MINUTES

Tuesday, February 16, 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
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: Meeting was called to order by Chairman Krupka at 10:02 am

ROLL CALL:

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

Members Absent: Maria Albright, Debbie Laraway

Also Present: Brandy Gildea, Heather Bausick

ELECTION OF OFFICERS:

Chairman: A nomination was made by Perrigo, seconded by Helmus to name Krupka as the Chairman of the Tourist Council.

With no further nominations, a motion was made by Cain seconded by Dulac to elect Krupka as the Tourist Council Chairman for 2021. The motion carried.

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

Vice-Chairman: A nomination was made by Krupka, seconded by Cain to name Dulac as the Vice-Chairman of the Tourist Council.

With no further nominations, a motion was made by Helmus, seconded by Perrigo to elect Dulac as the Tourist Council Vice-Chairman for 2021. The motion carried.

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

APPROVAL OF MINUTES: A motion was made by Helmus, seconded by Dulac to approve the November 17, 2020 minutes as presented. The motion carried.

Absent – Albright	Yes – 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 Perrigo, seconded by Dulac to approve the agenda as presented. The motion carried.

Absent – Albright Yes – 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 approximately no money has been expended towards advertising. We are partnering again with Shoreline Visitors Guide with features in the Spring/Summer and Fall/Winter editions. Gildea also signed up for Facebook postings and four seasonal e-blasts with WMTA (West Michigan Tourist Association). Also noted there is a \$1300 credit right now in the account.

RECOMMENDATION/ACTION ITEMS:

1. None

DISCUSSION ITEMS:

1. **Heritage Trail Project** - Gildea asked members to go through trail list and/or visit sites before the next meeting to determine which additions are needed, where signage needs to be updated, and how we want to present the trail.

NOTICE OF APPOINTMENTS:

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

FUTURE AGENDA ITEMS:

1. Marketing-how can we extend our marketing and promote our tourism
2. 2022 – update z-cards
3. Review past tourism “wants” for reference point on where we are going, what have we accomplished

ROUND TABLE:

Dulac – Encourage usage of local vineyards and breweries to bring in crowds and tourists every weekend. These facilities have tasting rooms, gift shops, and restaurants that could be marketed to draw in crowds. ATV allowance may be permitted in Allegan City if approved to shuttle tourists. Dulac gave kudos to local restaurants that survived and thrived through Covid and commended them on their innovative thinking.

Perrigo – There are several new retailers in the downtown area, and Christmas saw an uptick in traffic. Allegan became a social district but only Shaendorf’s is actively participating. Hotel has been named and will be the Hampton Inn with 104 rooms and 5 stories tall. They also purchased old Perrigo building to create a 500+ event center. Biggby opening soon. More marijuana dispensaries opening. SW Michigan Land Conservatory eyeing a parcel to buy and create 3 miles of foot trails. Allegan Public Schools will be voting to consolidate campuses to central location on 95 acre parcel behind middle school.

Helmus – He will commit to NW part of Heritage trail and analyzing that section. Tulips are in the ground and work is being done for Tulip time. There will be no formal activities this year to promote social distancing. City is working on places to eat, bathrooms, and making shopping Covid friendly.

Cain – Board of Commissioners working on transportation for busses and public safety. BOC working on how to safely allow ATV usage on City roads. Courthouse expansion is beginning and will be completed in October. Gun Lake casino expansion is progressing well. Working on more vaccine opportunities for Covid.

Krupka – Outdoor Discovery Center is busy and have not slowed down due to Covid and their many outdoor opportunities. ODC has 10-15 playground projects on the books over the next 2 years. ODC expanded preschool to 3 preschools in Holland. Asked Gildea for analytics for social media and websites to determine how many users/contacts we are reaching so we know where to focus future website development.

Gildea – Updates to website/Instagram/Facebook with current tourism opportunities. The county and state have many outdoor opportunities for social distancing.

Bausick – Thank you for having me, excited to promote tourism in Allegan County.

ADJOURNMENT: Next Meeting – Tuesday, May 18, 2021 @ 10:00 in **Zimmerman Room (Human Service Building – 3255 122nd Ave, Allegan, MI 49010)**

A motion was made by Helmus, seconded by Cain to adjourn the meeting at 10:46am. The motion carried.

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