

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, February 18, 2020 @ 10:00am

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

**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

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

CALL TO ORDER:

ROLL CALL:

ELECTION OF OFFICERS:

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 12/20**

FUTURE AGENDA ITEMS:

ROUND TABLE:

ADJOURNMENT: Next Meeting – Tuesday, May 19, 2020 @ 10:00 in **Zimmerman Room (Human Service Building – 3255 122nd Ave, Allegan, MI 49010)**



Allegan County Parks, Recreation, & Tourism

3283 122nd Avenue

Allegan, MI 49010

Phone: (269) 686-9088 • Fax: (269) 673-0454

Parks Web: www.allegancounty.org/Parks

Tourism Web: www.visitallegancounty.com

E-mail: parks@allegancounty.org



November 19, 2019
Human Services Building
3255 122nd Ave
Zimmerman Room
10:00am

TOURIST COUNCIL DRAFT MINUTES

1. Call to Order

The meeting was called to order by the Chairperson Krupka at 10:07am

2. Roll Call

PRESENT:

Chris Dulac
Rick Cain
Tim Perrigo
Debbie Laraway

Jamie Krupka
Matthew Helmus
Aspen Shagonaby

ABSENT:

Maria Albright

ALSO PRESENT:

Brandy Gildea, Parks & Tourism Manager
Ronda Foreman, Parks & Tourism Administrative Assistant

3. Addition/Deletions to Agenda

None

4. Approval of Minutes – May 21, 2019

A motion was made by Helmus, seconded by Cain to approve the May 21, 2019 minutes as presented. The motion carried.

5. Public Participation

None

6. Financial Statements

Gildea reports the expenditures were the same as every year; in 2019, there were office supplies, printing costs, and advertisements in the Shoreline Visitor's Guide and West Michigan Tourist Association Guide, along with membership fees. Total spent was \$6790 of the \$10,000 budget; balance does not roll over and goes back into the casino fund balance for the future. Gildea stated she has some ideas for next year.

7. 2020 Tourist Council Meeting Schedule

The proposed 2020 Tourist Council meeting schedule is included in the agenda packet; quarterly dates are the third Tuesday on the second month of the quarter beginning on Tuesday, February 18, 2020. Krupka asked if meetings can be rescheduled if they are canceled since there are only four per year; Gildea stated that can be done with a motion and approval from the Council.

A motion was made by Perrigo, seconded by Dulac to approve the 2020 Tourist Council meeting schedule as presented. The motion carried.

8. 2020 Advertising/Marketing Update

Gildea reviewed the 2020 Advertising/Marketing Update sheet included in the agenda packet.

a. Shoreline Guide Partnership

For the second year, we will be partnering with Shoreline Guide that will include a two page feature in both their Spring/Summer and Fall/Winter guides, and a 1/12 page ad; total partnership for 2020 is \$4,100.

b. WMTA

Gildea signed up with WMTA for three social media posts, three seasonal email blasts, a 1/12 page ad, featured listing and map listing for 2020; total is \$2,480.

c. County "Trail" Maps

The Tourist Council will continue putting together the online 'trails' for our webpage and social media sites in 2020; no cost.

d. Z-cards

Out of the 20,000 Z-cards ordered in 2019, we still have approximately 14,500 left so there are no plans to order more in 2020.

The total planned to spend on 2020 advertising and marketing is \$6,580 with \$3420 remaining in the budget.

9. Heritage Trail Project

Gildea stated she wants to review the Heritage Trail project so we can start planning the next steps; the PowerPoint was displayed on the white board and is also included in the agenda packet. The notes taken from the last meeting were reviewed and discussed.

#1 Otsego - A town built by water: relocate sign to the west side; Otsego is doing updates in the area and may contribute to signs

#2 Where did the town go? #3 – Pine Creek Dam: these two sites should be combined

#5 Lake Allegan Overlook: update the sign to *Echo Point Lake Allegan Overlook* (take off Valley Twp); Gildea stated the signs should match guide book

#6 A WWII Prisoner of War Camp here in Allegan County?: the sign needs to be updated with State information and they will be sending to Gildea

#7 Lake Allegan Dam and Spillway: there are no signs; a sign could be put by the launch area

#8 DNR State Game Area Office: change the name to *Allegan County State Game Area* with facts and information about the State Game Area

#9 The Tree Army: all the trees have been chopped down; no sign; Gildea stated that sites that are drive-bys with no signs should not have a site # but have 'along the way' information (should this site be removed and have the info on #8 sign?)

#11 Hutchins Lake – Drive-By: no sign; Gildea stated that sites that are drive-bys with no signs should not have a site # but have 'along the way' information

#12 Orchards and Berries Drive-By: no sign; Gildea stated that sites that are drive-bys with no signs should not have a site # but have 'along the way' information

#15 West Side County Park: no sign and there is a WWI monument in the park; add a sign

#17 Welcome to the Village of Douglas: sign could not be located. Douglas has a new city manager so will ask about where sign is located

#18 Welcome to Saugatuck: the sign could not be found

#22 Where do flowers come from?: no sign; Gildea stated that sites that are drive-bys with no signs should not have a site # but have 'along the way' information

#23 Dutch Heritage Farms and Homes: no sign; Gildea stated that sites that are drive-bys with no signs should not have a site # but have 'along the way' information

#27 Welcome to the Village of Martin: the signage needs updating

#28 Welcome to Plainwell – via the old plank road: the signage needs updating

Gildea asked for further comments; Helmus suggested adding the Graafschap Museum in Holland as a site. He also proposed dividing the Heritage Trail into three loop trails instead of one big one. Perrigo stated the Allegan Riverfront sign needs replaced and the City of Allegan would probably pay for it. He also suggested adding local attractions to the signs.

Gildea stated she will reach out to the townships for updates and will check out apps for users. She would like to have everything done and budgeted by the May meeting and then can write a proposal for the Board of Commissioners to review as a capital project.

10. Next Meeting: February 18, 2020 @ 10:00am in Zimmerman Room

11. Round Table

Shagonaby reports the Gun Lake Casino will be expanding.

Dulac reports Allegan Event has added an arcade; Schaendorf Brewing Company is finally licensed and open; various new shops are opening up downtown Allegan.

Helmus stated there was record attendance at Windmill Island in Holland this year; currently they are struggling with flooding and had to plant tulips for 2020 in a different area. He went to the Netherlands this summer so has more ideas to implement.

Perrigo stated although Schaendorf Brewing Company just opened, they will be closed over the Thanksgiving weekend. The City of Allegan is looking to add another hotel.

Cain stated every meeting he attends is about water! He reports the Headlee Override issue will go on the August ballot.

Laraway reports The Linking Center is beautiful and is also an event center; disc golf course is done and people are using it, and they are working on beautification projects around Pullman.

Krupka reports the Outdoor Discovery Center Network is plugging along with a huge demand for programs; the ODC was founded in 2000 is doing very well.

Gildea reports the Parks and Tourism office is moving to the County Services building sometime in December, and the Public Defender's office will move into our previous space. She wished everyone Happy Holidays!

12. Adjournment

A motion was made by Cain, seconded by Helmus to adjourn the meeting at 11:40am. The motion carried.

Expenditure Detail Report

Allegan County
 01/01/2020 through 12/31/2020

2080 PARK/RECREATION FUND

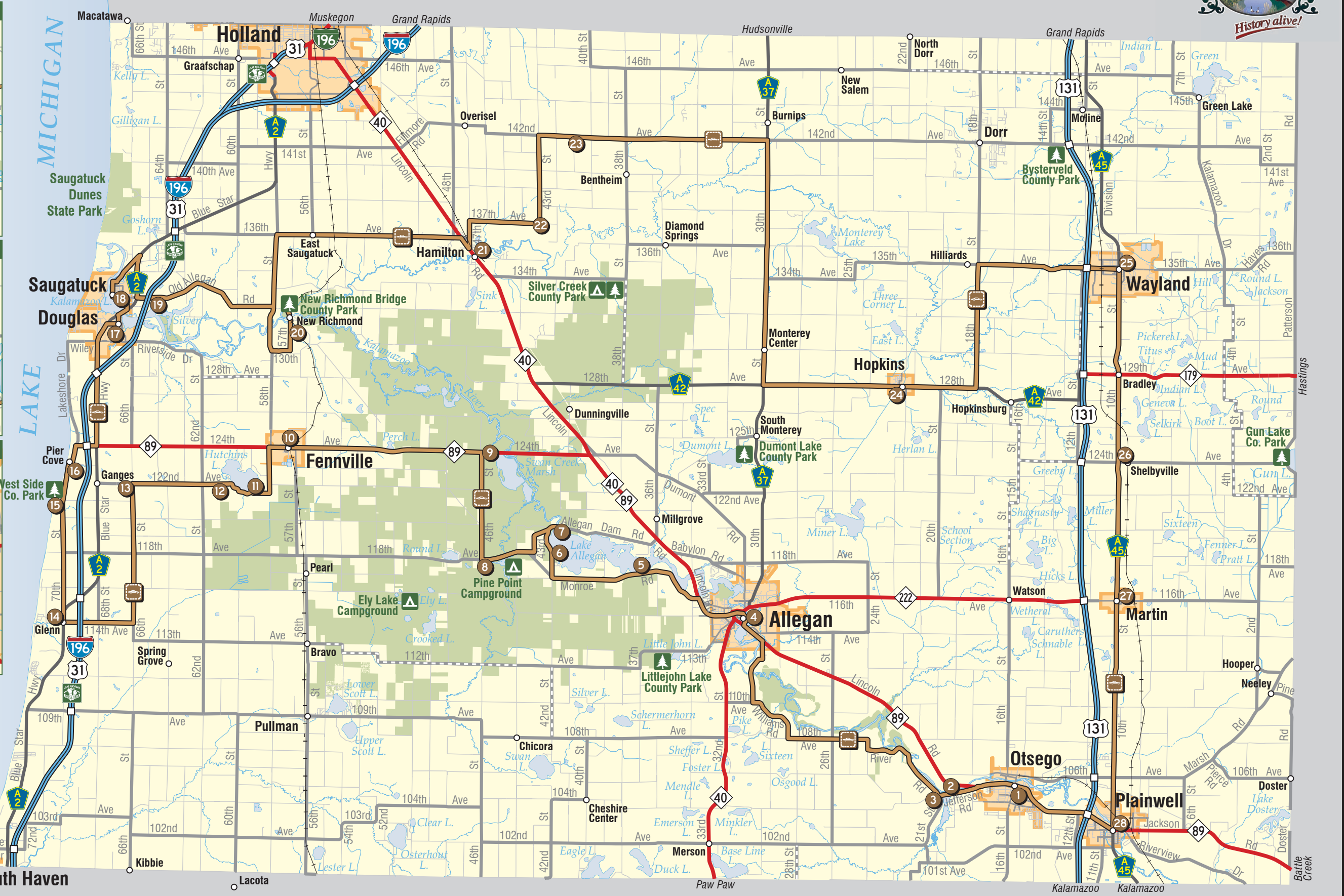
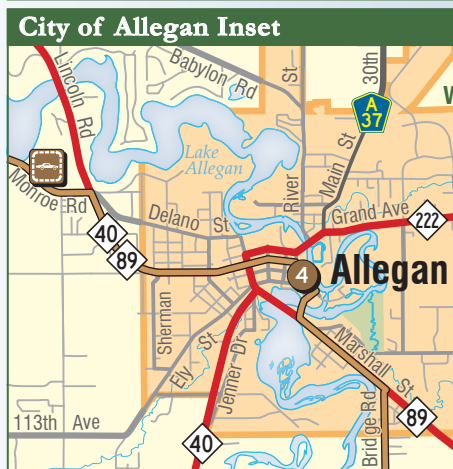
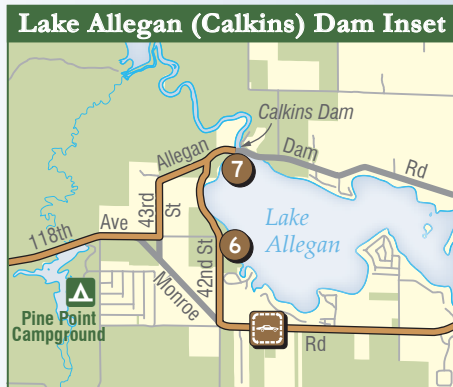
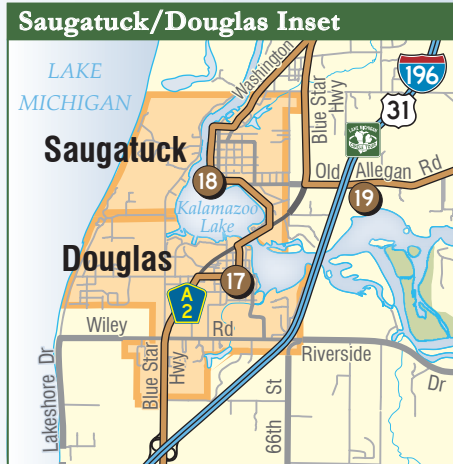
<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
774 RECREATION/TOURISM COUNCIL						
774.727.00.00 OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
774.728.00.00 PRINTING & BINDING	3,000.00	0.00	0.00	0.00	3,000.00	0.00
774.811.00.00 MEMBERSHIPS & SUBSCRIPTIONS	350.00	0.00	0.00	0.00	350.00	0.00
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
1/30/2020 invoice IN 20433		1,700.00				
Line Description: 2020 Carefree Travel Guide Pub Document Description : CUST# 020032 ALLEGAN COUNTY PARKS						
Vendor: 002108 WEST MI TOURIST Check # 355073						
774.901.00.00 ADVERTISING	6,150.00	1,700.00	1,700.00	0.00	4,450.00	27.64
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	1,700.00	1,700.00	0.00	8,300.00	17.00
Grand Total	10,000.00	1,700.00	1,700.00	0.00	8,300.00	17.00

Heritage Trail - Things to consider

- **Start of trail**
 - Where should it be (currently Plainwell, but site 1 is actually in Otsego but not well marked)
 - How should the start be marked?
 - As we are removing/combining/adding locations, should this change
 - The places that are staying- is the info sign in the best location?
- **Current Site #1 Otsego:** Ask city about relocate sign to the west side near where they are developing
- **Combine Site #2 Where did the town go? And Site #3 – Pine Creek Dam** into one location
- **Site #5 Lake Allegan Overlook:** update the sign to *Echo Point Lake Allegan Overlook* (take off Valley Twp); the signs should match guidebook
- **Site #6 A WWII Prisoner of War Camp here in Allegan County?:** the sign needs to be updated with State information and they will be sending to Gildea
- **Site #7 Lake Allegan Dam and Spillway:** there are no signs; a sign could be put by the launch area
- **#8 DNR State Game Area Office:** remove from the Heritage Trail - there is no HT signage and staff is rarely at the DNR office.
- **#9 The Tree Army:** remove from the Heritage Trail - Site 9: there is no HT signage and is a drive-by
- **Site #11: Hutchins Lake** – remove from the Heritage Trail -A Drive-By site and there is no HT signage
 - Could still make the trail pass by but not make it a site
 - Could add it to 'along the way' information
- **Site # 12: Orchards and Berries Drive-By:** remove from the Heritage Trail -A Drive-By site and there is no HT signage
 - Could add it to 'along the way' information
- **Site #15: West Side County Park** –Add a HT sign
- **Site #17 Welcome to the Village of Douglas:** See where we could put up sign as current one is not up
- **Site #18 Welcome to Saugatuck:** See where we could put up sign as current one is not up
- **Site #22 Commercial Flower Farms /Where do flowers come from?:** remove from the Heritage Trail -A Drive-By site and there is no HT signage
 - Could add it to 'along the way' information
- **Site #23: Dutch Heritage Farms and Homes:** remove from the Heritage Trail -A Drive-By site and there is no HT signage
 - Could add it to 'along the way' information
- Other locations we should add
 - Todd Farm (118th Ave, Fennville, MI)
 - <http://fennville.memorishop.com/History/Maps/Todd-Farm.html>
 - Trowbridge Dam – 1st hydro dam in area. Consumers is going to be putting history signage here too
 - Gun Lake Tribe
 - Felt Mansion

- **Additional Items to look at**
 - Should all sites be re-numbered?

Allegan County Heritage Trail



Allegan County Heritage Trail Route



0 1 2 3 4 5 Miles

©2012 Allegan County Land Information Services. All Rights Reserved. Allegan County Land Information Services assumes no liability for results or conclusions drawn from this map. Map prepared in June 2012 by Christopher J. Bessert.

ALLEGAN COUNTY HERITAGE TRAIL

ROUTE AND DIRECTIONS

In addition to the map on the reverse side, the following narrative of directions is provided. While the directions below begin in downtown Plainwell, the trail is designed so you can start from, or stop at, any site on the route. Simply jump down to the site number you are starting from and follow the trail in a clockwise direction. Each narrative begins at the previous stop and takes you to the next stop—the one noted in the left-hand column—on the Heritage Tour route. Have fun!

- No.1 From downtown Plainwell (Site No.28) at the corner of A-45/Main St and M-89/Allegan St., head north-west on M-89/Allegan St toward US-131 for 3¼ miles into downtown Otsego and Site No.1.
- No.2 From Site No.1 in downtown Otsego, follow M-89 west toward Allegan for approximately one mile. Turn left onto Jefferson Rd. and proceed for ¾ mile. Site No.2 will be on the right (north) side of Jefferson Rd. The town used to be where the pond on your left (south) is now.
- No.3 From Site No.1, continue west on Jefferson Rd. for ¼ mile. At 21st St. continue ahead (west) on Jefferson Rd. for a short distance. Turn right (north) onto River Rd. Site No.3, the remnants of the Pine Creek Dam and spillway, is on the right (east).
- No.4 Continue west from Site No.3 on River Rd for 2½ miles. Turn right (north) onto 24th St. for ¼ mile, then left (west) onto 108th Ave for 2¼ miles. Turn right onto Williams Rd for 1½ miles before turning right onto Bridge Rd. for an additional two miles. At the end of Bridge Rd., turn left onto M-89/Marshall St. for ¾ mile. Turn right onto 2nd St. and cross the historic 2nd Street Bridge into downtown Allegan.
- No.5 From Site No.3, continue northeast on State St from the 2nd Street Bridge, then left (northwest) onto Water St. for three blocks. Turn left (west) onto Cutler St for three blocks. At Cedar St., proceed straight ahead (west) onto M-40/M-89 westbound toward Holland for 1¾ mile. Outside of Allegan, turn left (west) at the blinker light onto Monroe Rd. and continue 1½ miles to Site No.5: the Lake Allegan Overlook.
- No.6 Continue west on Monroe Rd. from Site No.5 for 2¾ miles and turn right (north) onto 42nd St for approximately ½ mile. The World War II prisoner of war camp was located in the wooded area on your right (east) between the road and Lake Allegan.
- No.7 From Site No.6, continue north on 42nd St. for one mile to Allegan Dam Rd., and turn right (east) onto Allegan Dam Rd. for about ¼ mile to Site No.7: the Allegan Dam and Spillway.
- No.8 To proceed to Site No.8, head back the way you came (west) along Allegan Dam Rd. and 43rd St. for 1¼ mile. Turn right (west) onto 118th Ave. for 1½ mile. Site No.8, the Allegan State Game Area Headquarters, is located on the southwest corner of 118th Ave. and 46th St.
- No.9 From Site No.8, proceed north on 46th St. for three miles. (46th St. is a gravel road.) Site No.9—the remnants of a pine plantation—is located near the intersection of M-89/124th St.
- No.10 To reach Site No.10, turn left (west) onto M-89/124th Ave. toward Fennville. Proceed 5½ miles to Site No.10 in downtown Fennville.
- No.11 From downtown Fennville and Site No.10, continue west on M-89/Main St. for ½ mile to 58th St. on the west edge of the city. Turn left (south) and follow 58th St. for 1¼ mile, then curve west and continue on 122nd Ave for another ½ mile to Site No.11—a “drive-by” of Hutchins Lake.
- No.12 From Hutchins Lake, continue west along 122nd Ave for another mile. This area is the location of many orchards and berry fields.
- No.13 To continue to Site No.13, continue west along 122nd Ave. to 66th St. Site No.13—the Hudson Heritage Farm Vista—is located just north of 122nd Ave on 66th St. When departing, head south along 66th St. back to 122nd Ave., then continue straight through the intersection. (If not visiting Site No.13, simply turn left from 122nd Ave. onto 66th St.)
- No.14 From 122nd Ave., continue south via 66th St. for four miles, then turn right (east) onto 114th Ave. for an additional two miles to Site No.14, the community of Glenn.
- No.15 In Glenn, turn right (north) onto A-2/Blue Star Hwy. Just north of town, A-2/Blue Star Hwy. veers to the right. Keep left and proceed straight ahead (north) along 70th St. (also known as Lakeshore Dr.). Continue north on 70th St. (Lakeshore Dr.) for 3⅓ miles to Site No.15, the West Side County Park, on your left (west).
- No.16 Continue north along Lakeshore Dr. from Site No.15, West Side County Park, for approximately ¾ mile to Site No.16: Pier Cove. There is a small parking area available at the Pier Cove Township Park.
- No.17 From Pier Cove, continue north on Lakeshore Dr. There is a sharp bend in the road and you will need to turn left (north) at the 123rd Ave. intersection to continue via Lakeshore Dr. for another ½ mile. Turn right onto 124th Ave, which also becomes M-89 at the I-196/US-31 freeway interchange, for ½ mile. Turn left (north) onto A-2/Blue Star Hwy. at the four-way stop and follow it for 3½ miles into Douglas. Turn right (east) onto Center St and follow it into downtown Douglas, Site No.17.
- No.18 To reach Site No.18 from downtown Douglas, proceed north from Center St. via Main St. for four blocks. Turn right onto A-2/Blue Star Hwy. and cross the Kalamazoo Lake bridge. Just past the bridge, turn left onto Lake St. and proceed ½ mile into downtown Saugatuck, Site No.18. (Lake St. becomes Culver St. as you approach downtown.)
- No.19 Departing Site No.18 in downtown Saugatuck, continue west on Culver St. which quickly curves north along the Kalamazoo River and becomes Water St. Seven blocks later, Water St. curves inland and becomes Lucy St. After two blocks, turn left (north) onto Holland St., which turns into Washington Ave. as you leave the City of Saugatuck. One mile from Lucy St., turn right (south) onto A-2/Blue Star Hwy. and continue south for approximately 1¼ mile. Turn left (east) onto Old Allegan Rd. and continue east for ½ mile under the freeway to Site No.19—River Bluff Park on your right (south).
- No.20 From Site No.19, continue east (away from Saugatuck) along Old Allegan Rd. for four miles to 56th St. Turn right (south) onto 58th St. and continue for 1¼ mile to 130th Ave. Turn left (east) onto 130th Ave. for ½ mile, then turn north onto 57th St. for one mile to the community of New Richmond. Continue north through this small hamlet along Old Allegan Rd. to the end of the road at the New Richmond Bridge, Site No.20.
- No.21 Leaving New Richmond, retrace your route by heading south on 57th St. for 1¼ mile to 130th Ave., right (west) for ½ mile to 58th St., then right (north) on 58th St. for two miles. Turn right (east) and follow 136th Ave. for approximately 5¼ miles into Hamilton. There, turn right (southeast) onto M-40/Lincoln Rd. for less than ½ mile (one long block) to 47th St. Turn left (north) onto 47th St. for one block (less than 200 feet), then immediately right (southeast) onto Willyard St. Follow Willyard St. for two blocks to the the Heath Township Park and Site No.21.
- No.22 Leaving Heath Township Park, continue northwest along Willyard St. (the way you came in) for two blocks back to 47th St. Turn right (north) and follow 47th St. for about ¾ mile. Turn right (east) onto 137th Ave. and travel for two miles to Site No.22—the massive flower fields supplying commercial greenhouses nationwide.
- No.23 From eastbound 137th Ave. turn left (north) onto 43rd St. and continue north for 2½ miles. At 142nd Ave, turn right (east) and continue for approximately one mile to Site No.23, an area of Dutch Heritage farms and homes.
- No.24 Continue east on 142nd Ave. toward Burnips for another 5½ miles. Turn right (south) at the blinker light onto A-37/30th Ave. toward Allegan and continue for seven miles. Turn left (east) at the blinker light onto A-42/128th Ave. toward Hopkins for four miles into downtown Hopkins and Site No.24.
- No.25 From downtown Hopkins, continue east on A-42/128th Ave. for two miles. Turn left (north) onto 18th St. and proceed 3½ miles to Hilliards. Turn right (east) onto 135th Ave. for four miles into downtown Wayland and Site No.25. (135th Ave. is known as Superior St. within Wayland.)
- No.26 From downtown Wayland, turn right (south) onto Main St. and continue for 5½ miles. (Main St. becomes A-45/10th St outside of Wayland.) Site No.26—Shelbyville & Gun Lake—is at A-45/10th St. and 124th Ave. (“Downtown” Shelbyville is located ½ mile east on 124th Ave.)
- No.27 Continue south via A-45/10th St. from Shelbyville for four miles to Site No.27 in the Village of Martin.
- No.28 Leaving downtown Martin, continue south along A-45/10th St. for 6½ miles into Plainwell. (10th St. becomes Main St. in the City of Plainwell.) Site No.28 is located in downtown Plainwell.