

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, August 18, 2020 @ 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

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

CALL TO ORDER: Meeting was called to order by Vice Chairman Dulac at 10:07am

ROLL CALL:

Members Present: Maria Albright, Matthew Helmus, Aspen Shagonaby, Chris Dulac, Tim Perrigo

Members Absent: Rick Cain, Jamie Krupka, Debbie Laraway,

Also Present: Brandy Gildea

APPROVAL OF MINUTES: A motion was made by Albright, seconded by Perrigo, to approve the May 19, 2019 minutes as presented. The motion carried.

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

PUBLIC PARTICIPATION: None

ADDITIONAL AGENDA ITEMS: None

APPROVAL OF AGENDA:

A motion was made by Dulac, seconded by Albright, to approve the agenda as presented. The motion carried.

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

REVIEW ITEMS:

1. Financial Statements

Gildea stated the financial reports are in the agenda packet and displayed on the monitor; to date approximately \$4000 has been expended towards 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. None
-

DISCUSSION ITEMS:

1. 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 the November meeting such as other locations to add or dividing the trail into area loops. We can also start working with groups and municipalities regarding the signage, information, and funding. Gildea has checked into getting a mobile app however they are very expensive and unaffordable so will continue to make the website better with more features; the website is already mobile friendly.

NOTICE OF APPOINTMENTS:

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

FUTURE AGENDA ITEMS: getting a tourist Gmail account for county (destination) google maps

ROUND TABLE:

Albright – Enjoying retirement. Short staffed in game area. Will start to see issues. Taking advantage of events around the area. Hops closed in Fennville.

Perrigo – Quiet around Allegan. Hotel still moving forward. Businesses have changed hours and open less days.

Dulac– Investment in Delano hotel. Scoped ice cream opened on boardwalk.

Helmus – Open since June 15 on limited capacity. ½ price. Have reduced staffing. Ready for 2021! Tulip festival will be different.

Gildea – Issue with and concerned about all tourism operation dealing with disrespectful/angry customers. Mezzos is Otsego will be opening in September under new ownership.

Shagonaby – casino open, but no indoor dining. Some things open on limited capacity.
Many tribal events canceled.

ADJOURNMENT: A motion was made by Dulac, seconded by Perrigo to adjourn the meeting at 10:44am. The motion carried.

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

Next Meeting – Tuesday, November 17, 2020 @ 10:00 in **Zimmerman Room (Human Service Building – 3255 122nd Ave, Allegan, MI 49010)**