

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: Chris Dulac

Vice Chairperson: Rick Burn

TOURIST COUNCIL MEETING – MINUTES

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

Tuesday May 17, 2022 @ 10:00am
County Services Building – Board Conference Room – 3283 122nd Ave Allegan, MI 49010
Virtual Connectivity Option: <https://us02web.zoom.us/j/84316917880>

Scott Beltman
616-292-1414
Hopkins

CALL TO ORDER: Meeting was called to order by Dulac at 10:03 am

Rick Burn
678-296-1409
Holland

ROLL CALL:

Members Present: Maria Albright, Scott Beltman, Rick Burn, Rick Cain, Chris Dulac, Debbie Laraway (arrived 10:18), Tim Perrigo, Ashley VanZee (via Zoom)

Members Absent: Matt Helmus

Also Present: Brandy Gildea, Heather Bausick, Lenny Banovez – Hope Theater

Rick Cain
269-774-7918
Shelbyville

ELECTION OF OFFICERS:

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

Chris Dulac
269-673-4625
Allegan

With no further nominations, a motion was made by Cain seconded by Beltman to elect Dulac as the Tourist Council Chairman for 2022. Motion carried. Yes-8, No-0, Absent-1

Matt Helmus
616-355-1031
Holland

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

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

With no further nominations, a motion was made by Cain, seconded by Beltman to elect Burn as the Tourist Council Vice-Chairman for 2022. The motion carried. Yes-8, No-0, Absent-1

Tim Perrigo
269-686-0276
Allegan

APPROVAL OF MINUTES: A motion was made by Albright, seconded by Burn to approve the November 16, 2021 minutes as presented. The motion carried.

PUBLIC PARTICIPATION: None

**Ashley
VanZee**
616-834-1270
Zeeland

ADDITIONAL AGENDA ITEMS: None

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

PRESENTATION: Lenny Banovez, Director of the Hope Summer Repertory Theater

- Hope Theatre operates in 4 locations with over 1500 seats. Hope offers summer camps and classes to the community. Arts are responsible for more money than agriculture and tourism combined. Would like to source local advertising and by bringing in great art will bring in new business such as hotels and restaurants. The theatre does not want to compete with day events (i.e. “the lake”) so they only do night shows and target market areas to bring in audiences. Perrigo suggested making contact with the Griswold Auditorium for future productions.

REVIEW ITEMS:

1. Financial Statements - Gildea stated the financial reports are in the agenda packet and displayed on the monitor; to date approximately \$1800 has been expended towards advertising and under \$10 towards the 800 number.

RECOMMENDATION/ACTION ITEMS:

1. Heritage Trail Project

- Gildea has put in a request and scoping form for costs estimated to be around \$26,000, which would update the signs and trails.
 - BOC would need to approve form and costs and work would not start until 2023 as a capital project.
 - Next year council can begin working on naming
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DISCUSSION ITEMS:

1. Recreation Trail Maps

- Gildea asked which type of trail maps would council like to see developed?
- Albright states county maps are very popular with tourists and we should find a way to color code current map to link places/destinations
- Beltman suggests incorporating ORV map onto county map using a different colored line to designate ORV roads
- Dulac states that maps that will change shouldn't be printed i.e. ice cream destinations, food stops
- Cain states ORV roads will be changing also because new roads are opening for ORV riding
- Gildea to check the following:
 - i. Is GIS printing new maps? Current ones are from 2019
 - ii. Who is paying for the printing of maps?
 - iii. Can ORV roads be overlaid on the current map?
 - iv. If not this direction, then what other direction?
 - v. Will reach out to Z-Card company for updated pricing for map cards

2. Welcome Signage (entering into county)

- Albright discussed reasons that Road Commission will approve/deny signage requests by determining whether it is more of a hazard or helpful
 - Invite Craig from the Road Commission to next meeting to discuss signage
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FUTURE

AGENDA ITEMS:

1. Invite State Senators and State Representatives to explain the importance of tourism to Allegan County – Will talk about this in the future as the elections get closer

ROUND TABLE

Cain – Casino Update – 300 million dollars being budgeted to build new hotel at Gun Lake Casino. Slated to be completed in 2 ½ years.

Albright – Game area is struggling with positions not being filled and can't get staff. The shooting range has been limited to 3 days/week vs. 7 days/week due to limited staff.

Perrigo – Aaron Steinman is the new direction of the Allegan Chamber of Commerce as of March 17, 2022

Dulac – Griswold Auditorium trying to get shows. Fairgrounds open this weekend with a BBQ/Blues/Beer Festival. Allegan Hotel switched ownership groups and should be breaking ground in August. City is in phase 2 of streetscape updates. Zip line and splash pad will be opening soon.

Burn - None

Beltman – City of Allegan passed ORV ordinance and can ride on city streets except state trunk lines. There is an ORV ride this Saturday.

Laraway – Pullman and Lee Township received grants of \$100,000 to beautify town square. There are many new businesses opening in town.

Bausick – None

Gildea – Otsego Main St shutting down.

ADJOURNMENT: Next Meeting – Tuesday, August 16, 2022 @ 10:00 in County Services Building – Board Conference Room – 3283 122nd Ave, Allegan, MI 49010

A motion was made by Burn, seconded by Helmus to adjourn the meeting at 11:26 am. The motion carried.