

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 August 16, 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 Burn at 10:04 am

Rick Burn
678-296-1409
Holland

ROLL CALL:

Members Present: Maria Albright (via Zoom), Scott Beltman, Rick Burn, Rick Cain, Debbie Laraway

Members Absent: Matt Helmus, Chris Dulac, Tim Perrigo, Ashley VanZee

Also Present: Brandy Gildea, Heather Bausick, Julie Hulsey, WaterTrail Ventures LLC

Rick Cain
269-774-7918
Shelbyville

APPROVAL OF MINUTES: A motion was made by Beltman, seconded by Cain to approve the May17, 2022 minutes as presented. The motion carried.

Chris Dulac
269-673-4625
Allegan

PUBLIC PARTICIPATION: None

ADDITIONAL AGENDA ITEMS: None

Matt Helmus
616-355-1031
Holland

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

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

PRESENTATION: Julie Hulsey – WaterTrail Ventures LLC spoke of kayaking the Kalamazoo River. WaterTrail Ventures LLC has been in operation for 5 years and they operate below the dam from Allegan Dam to Saugatuck Township. They provide kayaking for all skill levels. This summer has been a busy year and business continues to grow each year. They lead kayakers through areas of the river which pass hiking trails. Julie stated these hiking trails need attention, especially around Swan Creek and Ely. These trails have become overgrown and have little to no signage. Promoting a maintained trail system would bring even more tourists and kayakers to these areas of the river. Albright suggested their group get in touch with Don Poppy at the DNR office and he could help them get in touch with past volunteers. Albright also stated there is no funding for hiking trails so all maintenance and signage would be on a volunteer basis and fundraising.

Tim Perrigo
269-686-0276
Allegan

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

REVIEW ITEMS:

1. Financial Statements - Gildea stated the financial reports are in the agenda packet and displayed on the monitor; to date approximately \$5000 has been expended towards advertising and future spending will include an \$1800 payment to the remaining advertising for 2022.

RECOMMENDATION/ACTION ITEMS:

1. None

DISCUSSION ITEMS:

1. Continued Discussion on Recreation Trail Maps

a. Walking/Hiking

- Gildea stated that we have requested quotes for large Z-Cards to potentially use for maps of different types of trails. The quote for 10,000 of these cards is \$6,995. The cost could go up or down with how many are produced.

b. Winery/Brewery

- Gildea states that a list should be developed of the Wineries and Breweries in Allegan County now that they are established. The Heritage Trail will be changing and the list could be attached to this.

c. ORV

- Gildea has reservations on creating maps with current ORV roads as they are always changing.
- Beltman agrees it would be a good idea to wait on maps because by next spring, all roads may be added to the ORV system.

d. Other

- Burn suggested a tourism website with a search function that can pull Allegan county activities by date of visit. Gildea states that we do not have the time/staff/ nor feedback to keep this type of information updated.
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FUTURE AGENDA ITEMS:

1. Joe and Tammy from the Bed & Breakfast in New Richmond will be presenting at the next meeting.
2. Resolution for Julie and Kayaking. Check on the DNR Rec Fund for signage on the Kalamazoo River. Have Julie give an exact outline of what she needs. Consistent signage is most important. Work with the Kalamazoo River Greenway Committee and Don Poppy for input on needs for resolution.

ROUND TABLE

Cain – States this will be his last meeting.

Albright – None

Burn – Went out with Scott and should put out notices to government representatives to be a part of ORV rides. Keep rereading the purpose of our group, to inform tourists of county happenings.

Beltman – Need better use of game area not only for equestrian trails but for ORV trails/routes. His group had a ride on 8/6/22 which ended at Perfect Pizza in Hopkins and the owner stated that his sales doubled that day. ORV riding brings tourism and with tourism comes visitors spending money.

Laraway – Pullman nearing completion of town square. Amish built the pavilion and a large train structure was built by several contractors free of charge.

Bausick – None

Gildea – None

ADJOURNMENT: Next Meeting – Tuesday, November 15, 2022 @ 10:00 in County Services Building – Board Conference Room – 3283 122nd Ave, Allegan, MI 49010

A motion was made by Cain, seconded by Burn to adjourn the meeting at 11:30 am. The motion carried.