

**Muskegon County
Community Development/Strategic Planning Committee
September 25, 2014
4:00 p.m.
Hall of Justice, 4th Floor
Muskegon, MI**

Robert Scolnik, Chair

Benjamin Cross, Vice-Chair

MINUTES

CALL TO ORDER

The meeting was called to order by Commissioner Scolnik at 4:48 p.m.

ROLL CALL

Present: Benjamin Cross, Marvin Engle, Susie Hughes, Kenneth Mahoney,
Charles Nash, Terry Sabo, Robert Scolnik, Rillastine Wilkins

APPROVAL OF MINUTES

It was moved by Cross, supported by Hughes, to approve the minutes of the August 21, 2014, meeting as written. Motion carried.

PUBLIC COMMENT (On an agenda item)

None.

PRESENTATIONS:

Muskegon County Parks

Mr. Bob Lukens, Community Development Director, outlined numerous fiscal year-end achievements of both the Parks Department and the Convention & Visitors Bureau.

The Parks:

- Implemented an online reservations system to increase camping reservations in the parks
- Created and launched a new website, www.muskegoncountyparks.org
- Developed a new brochure set to launch in late winter, 2015
- Met with campers at Pioneer and Meinert Parks
- Further developed the Friends of the Muskegon County Park organization
- Toured all County Park facilities with the Friends

- Made recommendations for all County Parks to enable accessibility for all individuals
- Conducted two Recreational Plan public meetings to review County Parks and Recreation plans for the future of the system

The CVB:

- Saw increases in the County Accommodations Tax collections, thanks in part to increasing enforcement of the Accommodations Tax Ordinance and an improving economy
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- Hired a Sales Executive to target the meetings and convention market; she is making contacts within the government, association and corporate marketplace
- Continuing and expanding Group Tour sales efforts
- Produced a Meeting and Event Planners Guide
- Bringing Visitors Guide sales and printing in-county
- Additional outreach to new markets including Reunions, Destination Weddings, and Sports
- Increasing outreach to Meetings & Conventions and Group Tour markets through e-newsletters, direct mail, and other means to elevate awareness of Muskegon County's meeting planner amenities.

Mr. Lukens indicated that year-end results will be available at the CVB Annual Meeting, November 13 at 5:00 p.m. at the Shoreline Inn & Conference Center. He noted Commissioner invitations will be arriving soon.

OLD BUSINESS

None.

NEW BUSINESS

None.

PUBLIC COMMENT

None.

ADJOURNMENT

There being no further business to come before the Community Development/Strategic Planning Committee, the meeting adjourned at 5:19 p.m.