



Tuscola County Parks & Recreation Commission

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MINUTES

Wednesday, April 16, 2014 – 8:00 a.m.

Commissioner's Board Room, 125 W. Lincoln St, Caro

Call to Order and Pledge of Allegiance

Meeting was called to order by Lisa Valentine at 8:05 a.m. with the Pledge of Allegiance

PRESENT: David Barrios, Robert McKay, Lisa Valentine, Planning Commission liason Cynthia Kapa,

ABSENT EXCUSED: Comm. Roger Allen, Nick Buggia, Sam Moore, Gerald Peterson

GUESTS: Pam Shook, Pam Stillwell-Binder

Approval of Meeting Minutes: February 19, 2014. Moved by Robert, support by David with one correction. Motion carried.

Approval of Agenda: Moved by Kapa, support by Barrios, to approved agenda. Motion carried.

Public Comment: Pam Stillwell-Binder provided information on Thumb Area Tourism Council and their programs. They are doing a lot of social media such as Pinterest, YouTube, Facebook etc. "Pure Michigan" campaign is rated #3 in the U.S. Every \$1 spent brings in \$7 of tourism dollars. Various program levels were discussed. Base is \$125 annually and includes 3 photos, access to database, calendar of events, plan a trip feature and a 50 word description. The \$225 level includes 4 photos and 100 words plus an ad in whatever category you wish to be listed in.

Review of Correspondence(s) Received: Catalogs and mass mailing. Nothing to act on.

Ongoing Business & Committee Reports:

- 1) Parks/Vanderbilt County Park & Linear Parks and Trails. Pam Shook would like the road commission contacted to grade the road, and someone (Kappen?) to trim trees. She also reminded the Commission the free meter offer expires if the park is not connected to water by June 30. Discussion about connecting, commission members feel strongly the park should connect to the water. Lisa Valentine has \$95.30 to be reimbursed for the MagicJack phone renewal and signs for the park. Will submit to Mike Miller as this was approved at a prior meeting. Need to check with Mike Miller and see if DTE bill has been adjusted to reflect 9 instead of 10 lights. Robert McKay suggested Google voice is free and we should explore this before renewing the MagicJack device next year. Also that grants may be available to switch security lighting to LED.
- 2) Funding/Budget – Reviewed 2014 budget.
- 3) Planning – Master Plan Update – Robert volunteered to serve on subcommittee to update Master Plan. Lisa Valentine will check with Nick Buggia and Sam Moore to see if they will also serve.
- 4) Marketing/Tourism – No action on updating Vanderbilt brochure and inventory of parks in county and inclusion on website. Discussion about Thumb Tourism participation for 2014. It was decided given our limited budge not to purchase any advertising from TATC.

Old Business:

- 1) Grant application status – Robert reported the Little League was successful in their grant application.
- 2) Acquisition of property for horseback riding trails – no update available

New Business:

- 1) Election of officers – Chair and Secretary. It was decided to wait until we had more members present.
- 2) Confirmed next meeting date – June 18, 2014

Adjourned at 9:15 a.m.