



## US 23 Heritage Route

Management Council Meeting

October 23, 2014 at 10 am

Maritime Heritage Center - Alpena

### MINUTES

#### Present:

Dave Wentworth, Karen Sanderson, Greg Sundin, Ken Gauthier, Anne Belanger, Steve Schnell, Sarah Waters, Belle Flora, Patty O'Donnell, Mary Ellen Jones, Leisa Sutton, Brandon Schroeder, Jim Klarich, Marie Twite, Larry Clark, Bev Bodem, Norm Poli, and Denise Cline.

Anne Belanger called meeting to order at 10 am.

*Motion by Karen Sanderson to approve the agenda. Seconded by Leisa Sutton. Motion carried.*

*Motion by Sarah Waters to approve the previous minutes. Seconded by Bella Flora. Motion carried.*

#### Corridor Management Plan

Greg Sundin noted changes he would like to see in Management Plan.

- Air quality goal; Outreach; Up North Trails inclusion; Signage guidelines; CMS; Usability of website.

Brandon Schroeder noted that he would like to see an objective added to establish a purposeful connection with youth through the GLSI.

*Motion by Greg Sundin to adopt the Corridor Management Plan. Seconded by Ken Gauthier. Motion carried.*

**Sunrise Coast update:** Belle indicated that she and Helen will be traveling to Lansing to attend a meeting about changes to the Pure Michigan campaign. She has concern with counties not participating. Iosco County is the only county that has met their commitments so far this year. Cheboygan County is not participating. She needs to know if everyone is committed to continue.

**Logo Products:** It was noted that a private company has been selling logo products using a version of the US 23 road shield with the words "Heritage Route". Possibilities of partnership were discussed.

**Membership:** Denise Cline noted that we have empty Management Council seats that need to be filled. Each county team chair needs to ensure that there are people appointed to represent their county.

**Michigan Sea Grant:** Brandon Schroeder passed out copies of the tourism vignettes which he created and are available on the US 23 website. Denise will add the vignettes as "trails" on the trails page as well. A discussion occurred on stories to tell along the coast.

#### Voting Members:

1. Sue Stein (Arenac County)
2. *Vacant (Arenac County)*
3. Dave Wentworth (Iosco County)
4. D. Jay O'Farrell (Iosco County)
5. Marlena MacNeill (Alcona County)
6. Karen Sanderson (Alcona County)
7. Greg Sundin (Alpena County)
8. Ken Gauthier (Alpena County)
9. Anne Belanger (Presque Isle County)
10. *Vacant (Presque Isle County)*
11. Steve Schnell (Cheboygan County)
12. Pete Redmond (Cheboygan County)
13. Heidi Dewald (Private Tourism Rep)
14. Jeff Czymbor (Private Tourism Rep)
15. Sarah Waters (TBNMS)
16. Belle Flora (Sunrise Coastal Coalition)
17. Patty O'Donnell (MDOT)
18. Don Seal (Saginaw Chippewa Indian Tribe)
19. Mary Ellen Jones (MACNE)
20. Leisa Sutton (Chamber Rep) *(being added at next meeting)*

#### Non-Voting Members (Ex-Officio):

1. Kari Vanderheuel (US Forest Service)
2. Blake Gingrich (Michigan DNR)
3. Brandon Schroeder (Michigan Sea Grant)

#### Alternates for voting members

1. Jim Klarich (Alpena County)
2. Rich Sullenger (Alpena County)
3. Frank Cloutier (Saginaw Chippewa Tribe)
4. Pat Shiflet (Sunrise Coastal Coalition)
5. Doug Wilson (MDOT)

**MACNE:** Mary Ellen Jones updated the group on the Sunrise Arts & Culture Summit that night. Also, MACNE is in the beginning stages of planning a region-wide tour for fall.

**MDOT:** Construction season is winding down. MDOT is working with the Iosco Exploration Trail Committee.

**USFS:** Kari Vanderheuel said that visitor numbers are up for the Forest Service. She also updated the group on 4001 bridge, a new stairway at Lumberman's Monument, a new District Ranger, and 12 new miles of ATV trails.

**TBNMS:** Sarah Waters updated the group on the expanded sanctuary boundary to encompass 4,300 square miles. The Shipwreck Tours had a great season. The 3<sup>rd</sup> annual film festival will be held in January. Thunder Bay Island ownership transferred to Alpena Township. QR codes for videos could be placed on Maritime Heritage Trail signs.

**US 23 South Committee:** Larry Clark updated the group on South Bay Corridor Redevelopment Plan which is part of the US 23 Corridor Management Plan. He gave a short history on the group's progress and plans.

**Cheboygan County:** Steve Schnell updated the group on trail signs. Straits Area busses are now outfitted with bike racks.

**Heritage Coast Sailing & Rowing:** The 2<sup>nd</sup> boat has been built.

*Motion by Ken Gauthier to adjourn the meeting at 11:50 am. Seconded by Steve Schnell. Motion carried.*