



**Huron Shores Heritage route
Management Council Meeting Minutes
October 5, 2011
Alcona County Library, Harrisville, MI**

Chair Marlena MacNeill called the meeting to order at 10:03 am at the Alcona County Library in Harrisville.

Present: Marlena MacNeill, Alcona County; Anne Belanger, Presque Isle County; Karen Sanderson, Alcona County Heritage Route; Beverly Bodem, Alpena (Sen John Moolenaar and Sen Howard Walker); Kenneth Gauthier, Alpena County; Brandon Schroeder, MSU Extension/MI Sea Grant; Sue Stein, Arenac Heritage Route Authority; David Langhorst MDOT-Gaylord, Greg Sundin, City of Alpena; Kevin Schaedig, MDOT; Dave Wentworth, Iosco County; Jim Klarich, Target Alpena; JoAnn Swartz, Arenac County; Frank Cloutier, Saginaw Chippewa Indian Tribe; Joe Cercone, Presque Isle County CDC/EDC; Belle Flora, Sunrise Coast; Judy Seabase, Harrisville business owner; Tree Sturman, Great Lakes Stewardship Initiative; Pat Labadie, NOAA, Thunder Bay National Marine Sanctuary; Helen Pasakarnis, East Tawas, TIFA; Dennis Bodem, Alpena, interested citizen; Steve Schnell, Cheboygan County; Tom Doyle, MDOT, Lansing and Denise Cline, NEMCOG.

New Member introduction

Blake Gingrich will represent MDNR and Kari Vanderheuel, USFS (Forest Service and had another meeting). There is still a vacancy for a private tourism representative.

Appointment of present MGMT council representatives.

All present members please make sure your appointment is current. If not contact your nominating entity/group to write a letter indicating your appointment. Please also have an alternate appointed.

Website updates

Denise reported that 25,000 + people have visited our website. Rogers City leads in visits as all their web pages link to the website. Pure Michigan and the DNR have been contributors to our number of visits through the linkage.

Denise gave a quick overview of the changes she has initiated with LIAA to make the site more user friendly. A big congratulations and thank you to Denise.

Denise has met with Steve Schnell and the *Up North Trails* group which is a coalition of trail user groups. They would like to see northern Michigan become a nationally recognized recreation destination. There are many, many trails already in place. The use of a website similar to the Heritage Route's would surely help the marketing aspect of the program.

Telling the story of US23

The stories are being compiled from all the counties. Belle asked if losco was on the right track—taking a story from its inception to the present day. Anne Belanger said they were good. All counties are meeting—no firm deadlines have been set.

Heritage Route Brochures

All counties are on board with the brochures and funding will be forthcoming from all. Looking to do a spring print.

Funding

MDOT—It looks as though the \$36,000 allocated from MDOT will continue however Federal grant funding, at this point, looks to be over in March, 2012. Motion by Sanderson, support by Sundin to form a sub-committee for funding. Discussion followed with the following volunteering: Greg Sundin, Anne Belanger, Denise Cline, Joe Cercone and possibly a representative from the tribe. Motion carried.

Adoption of Position Statement for Transportation Funding

Motion by Sundin, support by Gauthier to adopt the position statement adjusted as presented. Motion approved.

County membership drive

All county chairs are asked to involve all of the townships along the route both physically and financially. A visit to their individual meetings is needed to explain the route and all the assets along the route. Explain that all of this is as much for the residents along the route as it is for the visitors.

Trail connections along the route

Dave Wentworth and the losco group want to submit for grants to connect Alabaster to the light house in Tawas and may need some help. Motion by Wentworth, support by Flora to have Denise act as a resource/consultant in their grant writing effort. Motion carried.
Dave Langhorst, MDOT encouraged us to prioritize projects.

Hospitality training

Dave Wentworth proposed a program of training all dockhands at the various harbors along the route. This training would include safety as well as promotion of attractions. SeaGrant, with the youth aspect, would also be involved. Brandon and Dave will look into this project.

Boat building

Dave had another idea that has a historical aspect – to use the corridor to build boats. He gave overviews of a couple of different boat types. Dave, Brandon and Pat Labadie will research this further.

Northeast Michigan Great Lakes Stewardship Initiative

Tree Sturman briefly gave an overview of educational efforts going on at the Fossil Park, encouraging geological tourism, elementary through high school students creating signage for Negwegon among other projects; and the students telling the stories as to the historical development of Thompson's Harbor. Student leadership groups are identifying the area assets. As a reminder again, all of these projects are geared for residents of the area as well as for tourism.

Election of officers

Marlena nominated Anne Belanger as President, support by Sue Stein. Motion carried.

Sanderson nominated Greg Sundin as Vice Chair, support by Ann Belanger. Motion carried.

Sanderson nominated Sue Stein as Secretary, support by Sundin. Motion carried.

All motions supported unanimously—congratulations to all and a big thanks to all former officers.

County Reports

Alcona—bike maps for tours within the county—thank you Denise!!!

Alpena—looking at “branding” and implementation

Arenac—works with website at Welcome Center, Pure Michigan. Back to Bricks worked out well

Iosco—working on 501C3 paperwork. Have asset teams for each quarter of the county.

Cheboygan—approve local marketing program, heritage included. Rec'd USDA grant of \$25,000.

Presque Isle—new wayfinding signage, new look to web site - tourism up and lots of traffic (Chamber)

MDOT—71 mile trail to finish in October. Other projects on track.

Sea Grant—included in previous report

DNR—Thompson Harbor friends started a group. There are cabins available year around.

Recreation passports very successful.

Visitors up 10%.

There is focus on young hunters and young fishermen.

Saginaw Chippewa Indian Tribe—ready for research and development. They share revenue with municipalities and are encouraging Arenac County to submit for funding for their portion of the videos.

Thunder Bay Sanctuary – Glass bottom boat tour was successful and tourism is up this season.

Logo

Denise reported that all licensing is completed for our logos. She passed out logo“stick-ons” to all

Meeting

Next **meeting** will be Wednesday, December 14, 2011 at 10:00 am at the Presque Isle Public Library in Rogers City.

Motion to adjourn at 12:08 pm. Good luck to Denise in her travels and meetings accepting awards, educating and winning friends everywhere for our Heritage Route!!!!

Respectfully submitted,

Karen L. Sanderson, Recording Secretary