

**Huron Shores Heritage Route
Management Council Meeting Minutes
December 1, 2009**

Chair Marlena MacNeill called the meeting to order at 10:04, December 1, 2009, at the Alpena City Hall, Alpena, Michigan.

Attendees: *Greg Sundin, City of Alpena; *Karen Sanderson, Alcona County Heritage Route Committee/City of Harrisville; *Ken Gauthier, Alpena County/Sanborn Twp. Supervisor; *Anne Belanger, Presque Isle; *Brian Wagner, Rogers City; *Steve Schnell, Cheboygan County; David Langhorst and Scott Thayer, MDOT; Beverly Bodem, Sen. Stamas' office; *Pat Shiflet, Oscoda/Coastal Coalition; *Trish Schmidt, Iosco/Oscoda Twp.; *Marlena MacNeill, Alcona Co Road Comm/Heritage Route; *Belle Flora, Coastal Coalition; Brandon Schroeder, Sea Grant; Denise Cline, NEMCOG.

(*)Denotes voting members

Motion by Brian Wagner support by Gauthier to approve the October 20, 2009 minutes with changes. Motion carried.

County reports—Sanderson (Alcona County) reported some concern over the name of the Heritage Route and the identity of the Pure Michigan campaign be somewhat the same. Much discussion followed and it was decided that we will stay the Huron Sunrise Shore. Pure Michigan meets tomorrow and they will settle on a name for the Pure Michigan campaign.

Presque Isle, Alpena, Alcona, and Iosco have no reports at this time as they are meeting in December.

MDOT—funding, as with everything else, is in flux and for the most part severely cut. MDOT is funding \$10,000 for NEMCOG to work with LIAA on the website for the Huron Sunrise Shore, inclusive of all six counties. It is hoped the website would coordinate with the Pure Michigan campaign. Again, Denise (NEMCOG) urged us to look at the US 12 Heritage website for guidance.

Denise will have something for us in January. We all need to help this process as LIAA will essentially provide a “shell” for us to tailor to our needs. Denise will send out guidelines to us for what she needs and we have to be vigilant and get the information to her. One suggestion was that each county has a story to tell.

Scott relayed information of up coming construction site through 2011 along the route.

Brandon Schroeder related a website he is in the process of completing addressing and supporting prospective tourism businesses along the coast in Northeast Michigan. This website will provide help in starting a new business or help existing businesses.

Brochures—Denise questioned if we wanted our brochures to look like the one put out by MDOT for Heritage routes in Michigan. It was agreed that the brochures Denise has already designed provide a distinctive identity and information specific to the Huron Shores Heritage Route. Now we need to get some funding together. Dave Langhorst suggested applying to Scenic Byways--the brochures being a promotional component of the byways.

Signage -Again, signage was addressed. Dave Langhorst said he will have more information after a meeting he attends this week. Denise will be making application and will ask for information and discussion at the January meeting. Because of driving distances and winter weather approaching, conference calling will be explored. All counties have been asked to explore this possibility and bring information back to January meeting.

Ann Belanger suggested setting up committees. This idea was tabled until the January meeting, so think about possible committees that would facilitate our efforts.

Next meeting will be January 5, 2010 at 10:00 am. We will forward the meeting place with the agenda.

Meeting adjourned at 11:57 am.

Karen L. Sanderson, Secretary