



12/14/2011
US 23 Heritage Route Management Council Meeting
Minutes

Items in **red** are task-related.

***Attendance:**

Anne Belanger (Chair), Presque Isle County; Sue Stein (Secretary), Arenac County; Brandon Schroeder, Michigan Sea Grant; Blake Gingrich, DNR; Belle Flora, Sunrise Coast; David Wentworth, Iosco County; Ken Gauthier, Alpena County; Doug Wilson, MDOT; Joe Cercone, Presque Isle County; Kari Vanderheuel, USFS/River Road Scenic Byway; Karen Sanderson, Alcona County; Beverly Bodem, Senator John Moolenaar's Office; Steve Schnell, Cheboygan County; Denise Cline, NEMCOG.

**Representatives from all counties were present.*

Meeting called to order at 10:00 by Anne Belanger at the Presque Isle District Library. 14 members were in attendance.

Discussion of having a meeting thru Adobe Connection Software for the next meeting in case there is inclement weather. This program seems to be user friendly. Brandon Schroeder has a conference line to host. We will try the week before the March meeting to work out any bugs.

Minutes: Motion made by Dave Wentworth to accept the minutes as presented, seconded by Karen Sanderson. Motion carried.

Finance Committee Meeting: The committee met and notes were passed out to those who were present and also put on file. Project authorization has been granted and is the same as last year. Committee also looked into who directly benefits from the funding such as the Chambers, DDA and CBA's. Question arose if US23 Heritage Route Management Council should become a 5013C. Discussion took place on Iosco currently working on establishing one and how it works. We need a statement of who we are, why we want, and what is the benefit of contributing to us. Projects were discussed for future and need to be prioritized on where we should focus our attention. **Please rank the following projects of importance to you:**

- **Kiosks along the route**
- **Route Marking**
- **Billboards at Standish and Mackinaw City**
- **Brochures**
- **Self Guided CD's**
- **Business Partnerships marketing of logo items**
- **Event Sponsoring: Classic Car Cruise, Bike Tour, Route-Long Yard Sale, Boat Race**
- **Interpretive information including maps and guidebook (Paid by Scenic Byways)**

The telling the story project is already underway. Please send number of importance back to Denise.

Telling the story project: Arenac currently has their 10 stories. Budget estimate is in place to be able to start securing funds. Separate meeting has been scheduled with Saginaw Chippewa Tribe for their part of this project.

Website update: Most clicks are coming from the Pure Michigan. It is being used by local people and out of state. Blueway/Greenway section will go live next week. This section will complete with maps that interact like the main map. More assets can be added to the bank with this implementation.

Coastal Coalition Update: Consensus to work on \$20,000 Pure MI campaign and participate in the warm weather and fall campaigns. Would like to secure \$40,000 for the entire year. Still focusing on Gr. Rapids, Kalamazoo, Ann Arbor area. Ken will be in northern region in January. Setting up meetings with Iosco townships to meet to see the program. Coastal Coalition will meet during the time he is in the area.

Management Plan: Need to prioritize the projects we want to work on. Committees need people who would be willing to sit on.

Committees:

- Finance
- Logo Merchandising/Business Partnerships
- Grant Writing
- Boat Building
- Hospitality
- Events

Please let Denise know which committee/s you would be willing to sit on.

Reports:

Northeast MI Great Lake Stewardship Initiative: Youth leading DNR or Coastal resources studies for tourism. All youth focused to secure a process or need. February there will be an annual meeting with teachers and partners for the program.

Sea Grant: Alpena News article passed out to everyone in attendance. Discover NE MI campaign is still going on. Fishing assets have been identified and can be used as a commercial asset for this section and on the website. Denise will email the list of charter fishing businesses and commercial fisheries with 'fish market' storefronts organized by county.

MDOT: 2 maps were handed out. 2012 major project are mainly focused in Northern Alcona County and on M33. The second map is on bridges focusing mostly in Iosco County.

DNR: Parks and Recreation Division is taking over trails and State Forest Campgrounds. Recreation passport has been successful with 25% participation. They were hoping for 17%. Perks program percentage of businesses participating will be important this year to its successfulness.

USFS: Recreation Passport is confusing people as they are trying to use them at the Federal Campgrounds. Six campgrounds are under private maintenance and have expired this year. The Forest service will be back on the site of these campgrounds. Their budget has been cut 10% this year (2012) and they are looking at a 16% decrease in 2013.

County Reports: Iosco reported that a class for dock attendees is in the works. Northern area of the county already has something similar in place. State Dock in East Tawas would be a great place to hold the meeting and all the marinas would be invited. If more in the northern area are interested they would move the class to Harrisville.

Resolution: Scenic Byways Grant coordinating with forest service. Looking at using possible 2% match money from the Saginaw Chippewa Tribe. We need to say we have \$40,000 available to us to be eligible for the grant.

A RESOLUTION GUARANTEEING AVAILABLE CASH MATCH FOR THE 2012 SCENIC BYWAYS GRANT PROJECT: US23 INTERPRETIVE PROGRAM PHASE II

WHEREAS, the US 23 Huron Shores Heritage Route (Standish to Mackinaw City) was designated by the State of Michigan and the US Department of Transportation in 2003; and

WHEREAS, the Heritage Route and Scenic Byways Programs funded through the US Department of Transportation (USDOT) and the Michigan Department of Transportation (MDOT) have provided a mechanism for local communities to designate significant routes within their states, develop collaborative marketing and promotional tools and leverage limited federal and state funding to develop and expand tourism-related economic development efforts along the routes, and

WHEREAS, the US 23 Huron Shores Heritage Route has through its website and other promotional activities increased public awareness of the route and its communities across the state, the nation and the world, thereby making enhancing tourism-related economic development within its six county region; and

WHEREAS, the US 23 Huron Shores Heritage Route is submitting a 2012 Scenic Byways grant application to supplement its 2010 Scenic Byways grant; and

WHEREAS, the US 23 Huron Shores Heritage Route Management Council is actively implementing its identified community and economic development efforts along the US 23 Heritage Route and

WHEREAS, the Coastal Coalition has raised \$40,000 from its local participating communities along US 23Huron Shores Heritage Route and the Sunrise Coast.

NOW, THEREFORE BE IT RESOLVED, that the Huron Shores Heritage Route Management Council hereby affirms its support of the 2012 Scenic Byways grant application and affirms the availability of \$40,000 Cash match at the time of grant implementation along the US 23 Huron Shores Heritage Route and the Sunrise Coast.

BE IT FURTHER RESOLVED, that this resolution be included with the 2012 Scenic Byways grant application.

Management Council member Dave Wentworth moved to adopt the above resolution, seconded by Ken Gauthier.
Ayes 13 Nays 0
Resolution declared adopted.

I, Sue Stein Secretary of the Heritage Shores Heritage Route Management Council, DO HEREBY CERTIFY that the above is a true copy of a resolution adopted by the Huron Shores Heritage Route Management Council at its meeting held on December 14,2011.
Sue Stein
Secretary

Sunrise Coast/Heritage Route Annual Meeting Ideas: This is a county team workshop where all 6 counties would all get together for a meeting. Some time in the Spring for this to happen.

Statewide Heritage Route Workshop: The last one was 3-4 years previous and needs to be done again. A great networking opportunity, where everyone would meet, brainstorm, have round table discussions.

Up North Trails: Meeting scheduled for Thursday December 15, 2011.

NEXT MEETING: Possible virtual or will be in Iosco County.
Adjournment was at 12:20pm.

Respectfully submitted,

Sue Stein
Secretary