



## Huron Shores Heritage route Management Council Meeting Minutes December 9, 2010

Chair Marlena MacNeill called the meeting to order at 10:06 am at the Cheboygan County offices, Cheboygan, MI.

**Present:** Marlena MacNeill, Alcona County; Anne Belanger, Presque Isle County; Karen Sanderson. Alcona County Heritage Route; Rich Sullenger, Alpena; Lois Ballard, Cheboygan Historical Society; Pete Redmond, Cheboygan County; Dan Mullen, DNRE; Steve Schnell, Cheboygan County; David Langhorst, MDOT; Curtis Chambers, Burt Lake Band; Joe Cercone, Presque Isle. **By telephone:** Belle Flora and Pat Shiflet, Sunrise Coalition; and Brian Belanger.

**October 14, 2010 Minutes** Motion by Belanger, support by Sanderson to approve October 14, 2010 minutes—approved.

### **2011 Work Plan**

**MDOT** Dave Langhorst presented a funding update from MDOT. There will be less funding than last year, however funds for Heritage Routes (Michigan) will be available after the administrative board meets January 18, 2011. An amount of \$36,775 looks to be the authorized dollar amount after the January meeting. There will be parameters with which the funds can be used and we, obviously, will follow those guidelines. The next year (2012) funding will be difficult to come by because of MDOT's inability to match federal funds due to reduced funding from the state.

**Sunrise Coalition** Belle Flora gave a brief summary of the Sunrise Coalition and how it began as a grass roots group meeting with the goal of promoting tourism in NE Michigan. Eventually a partnership with "Pure Michigan" was established and the coalition raised \$40,000 to be featured as a destination site on the Pure Michigan website and in radio spots promoting NE Michigan. The coalition is now the marketing arm of the Huron Shores Heritage Route.

**"Tell the story" portion of website** This project will result in a mile-by-mile guide of human and natural history along the route. Brian and Anne Belanger presented their ideas for portions of this concept to be done in video format to be included on the website. Ideas for the videos would involve:

- A short history and definition of the route, i.e., illustrations of early road types; the original location, etc.
- A history within the history—stories that need to be told both for preservation of the story and secondly for informational interests of the traveler to NE Michigan.
- The story of Negwegon State Park

Anne and Brian will be involved in the developing short videos to tell the stories along the route. Dave Langhorst suggested that because the endeavor may be outside of the parameters of the MDOT funding, the Council should seek funding for the videos from other sources. Anne and Denise will work on grants for funding these videos.

Each county will be given the task of finding “stories” about how the route developed over the years and about natural points of interest along the route within their county. WE need to interview people who have stories to tell about the route! (*The following is a website I found for appropriate questions to ask [www.mnhs.org/collections/oralhistory/ohguidelines.pdf](http://www.mnhs.org/collections/oralhistory/ohguidelines.pdf)* )

**Website** Denise will meet with LIAA to see about the format and how the information can be incorporated within the website. She will also check with LIAA regarding the slowness of the site. A separate meeting for those who maintain the individual county assets on the website will be needed.

Steve said the “Top of Michigan Trails” is interested in using the Heritage Route website model to incorporate a data base of all assets in the 10 to 18 counties related to trail riding and mapping. This is in the developmental stages. A “Business to Business” website within an 8 county range is also in the future.

**Partnerships with local businesses** in promoting the US 23 brand is something we need to look into. We also need, on a county basis, to self-promote the heritage route with our local media through news releases, ads, etc.

We also need to determine what kinds of products would sell along the route. A separate meeting will be needed to address marketing—products, media, etc.

**Next meeting** will be Thursday, February 10, 2011 tentatively in Arenac County—will check with Pat Killingbeck or Sue Stein.

Motion to adjourn at 11:50 am.

Respectfully submitted,

Karen L. Sanderson, Secretary