



Huron Shores Heritage route Management Council Meeting Minutes March 16, 2011

Present: Marlena MacNeill, Alcona County; Kevin Schaedig, MDOT; Doug Wilson, MDOT; Aaron Barber, Saganing Eagles Landing Casino; Tony Federico, Saganing Eagles Landing Casino Manager; Don Seal, Saginaw Chippewa Planning; Pat Killingbeck, City of Au Gres; Heidi DeWald, Michigan Sunrise Tours and Tawas CVB; Belle Flora, Sunrise Coast and Oscoda CVB; David Wentworth, Iosco County; Helen Pasakarnis, East Tawas TIFA, Develop Iosco; Anne Belanger, Presque Isle County; Joe Cercone, Presque Isle County; Brian Belanger, Bon Ami Filmworks; Brandon Schroeder, MSUE/Michigan Sea Grant; Denise Cline, NEMCOG & EMCOG. **By telephone:** Sarah Waters, Thunder Bay National Marine Sanctuary.

Called to order at 10:15 a.m. at Saganing Tribal Center, Standish, Arenac County, MI.

Motion to approve December 9, 2010 minutes: Dewald, support by Cercone. Motion carried.

1 -2) Denise Cline reported on latest data from web site...77 countries have viewed data...Rogers City at top the list with number of visits right behind Google, direct traffic, and Michigan.org. A copy of statistics was provided to those present. Denise shared a few issues still present with the web site; expects those to be corrected before summer season.

CALL TO ACTION:

Each county individual who maintains this site should be continuing to add their events and edit those already there. It is important that county information is up to date when visitors view to make trip plans.

Discussed adding Saganing Eagles Landing Casino web site as a link to the Heritage route web site.

It was noted that additional funds have been received from MDOT for Web site improvements.

Telling the story of US 23: Anne and Brian Belanger informed members of progress being made, grants available and applied for and recommendations that each county team should be gathering their stories for the video.

Phase I: Will include media preparation of history of US 23 (Standish to Mackinaw). Recommendation was that each county team should contact their county museum curator for a good source of county historians to tell the story. Each county should have a person representing 1) history; 2) culture; 3) recreation. Anne and Brian suggested a timeline for each county; production is proposed for 2012, and there are many details to be worked out.

Anne also suggested that honorariums for each county (from grants) can be given to the participating scholars.

Dave Wentworth commented that losco has much of this work already completed and able to be used, rather than re-creating new materials.

Sarah Waters: Kiosks planned along the route at focal points; funds from signage grant for Alpena, Alcona, Presque Isle Counties from MDOT. This signage could be used to present QR codes for those counties.

CALL TO ACTION!!

3) Heritage Route Events: suggested that events be sponsored along the route such as festivals, major events, 4th of July, ect. Compile and add to county listings. It is important these are up to date.

4) Partnerships with local businesses: Discussed signage for businesses partners along US 23. It was noted that Federal Highways wouldn't permit signage on overhead highway exit signs.

5) Heritage Route Brochures: Asked each county to do an inventory to determine status of available brochures.

6) County Reports

Belle; Sunrise Coast: reported anticipated that adequate funds have been raised for Pure MI campaign again this year; funds more difficult to raise due to poor economy.

Helen: East Tawas pursuing being designated Port of Call, will be bringing larger cruise type boats into harbor.

MDOT Report: Commented this was Doug's first meeting to attend; gave information on location of proposed projects, however transportation funding is not final at this time.

Brandon Schroeder, MI Sea Grant Report: - several documents provided relative to fisheries; Lake Huron fisheries changing; Saginaw Bay fisheries are growing, in spite of Lake Huron issues. He invited interested parties to attend a meeting "Lake Huron Regional Fishery Workshop" in Oscoda April 20th; same workshop will be held in various areas across the state also.

Dave Wentworth requested permission to use re-created US 23 Heritage signage on Alabaster Twp Bike path; Motion was made, supported, and approved.

Sarah Waters: Reminder shipwreck tour web site: alpenashipwrecktours.com.

Next meeting to be held at Alpena Sanctuary, May 19th.

Meeting adjourned at 12.05 p.m. with invitation by Marlana to take a tour of Standish Depot.

Respectfully submitted,
Pat Killingbeck