



Meeting called to order by Ann Belanger at 1:04pm.

Minutes: Motion made by Dave Wentworth and seconded by Marlena MacNeill to accept as presented. Motion carried.

Business:

- A. Appointment Private Tourism Rep 2<sup>nd</sup> seat: Denise would like to appoint Jeff Czymbor as the 2<sup>nd</sup> seat representative. Motion to appoint Jeff Czymbor after discussion by Belle Flora and seconded by Sue Stein. Motion carried.
- B. Update Status Heritage Route: Denise updated that funding has come through by only ½ of the amount as last year. This should have begun in October of 2011. Denise has only been allowed to work on planning. Money is designated (\$19,000) to: Telling the Story project, create a financial plan, marketing the route, and work with the printer for brochures and attend a seminar on April 17, 2012. 2010 Byways grant (\$147,000) is used to develop the completion of the asset inventory, maps being developed, a guide book, interpretive maps and downloadable tours. Help will be needed county by county collaborating on these items. Dave mentioned that will be a year to year for funding of this kind.
- C. Brochure Update: With the next couple of months. Jeff Czymbor has offered to print more fliers. No updates just corrections to fliers at this time. Denise does think she can make the changes needed. Would like to be to the printer by the end of April. All changes need to be to Denise by April 27<sup>th</sup>. Motion to use Jeff Czymbors company "Printing Edge" 15,000 fliers per county by Greg Sundin and seconded by Dave Wentworth. Motion carried. MDOT will try to get them to the Welcome Centers as soon as possible. Fliers will be delivered to Alpena TSC office.
- D. Scenic Byway Grant: Denise had online a sample of what the finished project will somewhat look like.
- E. Telling the Story: All stories are gathered of all 6 counties. They are being reviewed. Working on a CZM grant (for National Resources for the video production). Denise has sent a letter of support request to all counties.
- F. Ecotourism Opportunity Guide: Brandon Schroeder informed us a guide is now available. It is user friendly and geared toward coastal tourism operations. A free downloadable. Denise will put on the NEMCOG site for everyone.
- G. Financial Committee: Is needed this year to create a financial plan. Members: Anne Belanger, Denise Cline, Greg Sundin, and Joe Libby.
- H. Marketing Plan: Committee needed for Marketing Plan. Belle Flora is interested in being on board. Creation of plan for Heritage Route and Sunrise Coast. Create a product for or to local businesses along the route. Other members interested are: Ann, Denise, Joe and Jeff.
- I. Heritage Coast Ship Building/Rowing: April 16 thru 27<sup>th</sup> in Alpena they will be constructing a boat kit. Alec Jordan will also speak at various places about the boat making kits and rowing while here on the 24<sup>th</sup> thru 26<sup>th</sup>. They have found there is an interest in these boat kits from all over the country.
- J. Hospitality? Deckhand courses: Classes are being set up for a day-long training for dockhands. Mackinac City and East Tawas for June 6<sup>th</sup> and & 7<sup>th</sup> for 20 students. Learning about different types of boats, motion patterns, assistance, practice of docking different types of vessels and readying for departure will be discussed. Cost is \$85.00 per student. There has been interest in this class and some companies would send all employees if they could get the cost down to \$50.00 per student. Call MSU Extension in E. Tawas for reservation. Checks should be sent to NEMCOG. Dave asked is a CZM grant could be wrote for 2013 so that the class would be more affordable and to add a 3<sup>rd</sup> class. Dave can be reached at (989) 362-3193. Motion made by Marlena MacNeill and seconded by Sue Stein to have Denise work on a CZM grant for 2013. Motion carried.
- K. Grant Writing Committee: Denise Cline is on this already.
- L. Heritage Route Training: Taking place on April 17<sup>th</sup> in Lansing. Denise will be attending and presenting at this years training.

Reports:

Stewardship Initiative: Focused on youth for education and development. New schools have come aboard, Cheboygan and Oscoda are funding and participating this year.

SeaGrant: 2012 workshop in Cedarville April 23, 2012 and Alpena April 29, 2012.

Coastal Coalition: Tentative Media Plan has been received. This year a pay per click option will be added to service. The additional funds will be used for this option. This year the targeted areas are: Grand Rapids, Lansing, Battle Creek, Kalamazoo and Flint. The Summer campaign has been paid for. March 31<sup>st</sup> was the last date funds needed to be in. This is the 3<sup>rd</sup> year of operation in the Pure Michigan campaign.

MDOT: Waiting on the House and Senate bills. Waiting to see what will be the outcome. US23 in Oscoda construction has begun. Should be completed by the middle of July. Resigning projects are also in place. There are also chip seal projects in this year.

DNR: Absorbed the State Forest Campgrounds. Fees are being lowered from \$15.00 to \$13.00. Reserved spots will be \$17.00. Friends groups are forming and building playground areas for the State Forest Campgrounds.

USFS: Gearing up for recreation season. Rebuilding employees as many have retired. National Visitor and Monitoring program to be implemented. Will be like a survey of their visit. They are also in a court litigation at this time so some things are on hold until the outcome of litigation. The Lumbermen's Monument will be open from May 1<sup>st</sup> thru October 31<sup>st</sup>.

Thunder Bay Sanctuary: Federal Regulation Notice being issued for the sanctuary. Meetings will be held April 17, 18 and 19<sup>th</sup> at 5:30 for concerned citizens to attend. They are looking to expand into Presque Isle and Alcona Counties.

#### County Reports:

Alpena: New winery in Alpena to open later in the summer with a store front. They are also working on re-opening the brewery.

Presque Isle: North East State Trail ribbon cutting ceremony is June 23, 2012. Re-grand opening from Alpena to Cheboygan. Alpena has applied for a trail head. Applying for grants from the communities and areas. The city is doing an in kind donation.

Cheboygan: Michigander is 14<sup>th</sup> – 20<sup>th</sup> of July event. Paddle on Black June 17<sup>th</sup> inland paddling event (racing and touring) on the Black river.

NEMCOG: Denise went over the Huron shores Heritage Route website report. Added a winery icon and local wine and hops as activities.

#### Notes:

Make sure you are adding events to the website and that they are complete listings for people to see and attend.

Next meeting will be in May or June. We will see what the doodle poll results are.

Meeting adjourned at 3:00pm

Respectfully submitted:

Sue Stein