

**Sunrise Coastal Highway
Management Council Meeting Minutes
April 21, 2009**

Chair Greg Sundin called the meeting to order at 10:03 am at the Great Lakes Maritime Heritage Center, Alpena, Michigan.

Attendees: *Greg Sundin, City of Alpena; *Karen Sanderson, Alcona County Heritage Route Committee/City of Harrisville; Dan Mullen, DNR; Ken Gauthier, Alpena County/Sanborn Twp. Supervisor; Denise Cline, NEMCOG; *Gary Kellan, Iosco/Oscoda Twp.; Jim Baier, Oscoda Twp.; Patricia Schmidt, Iosco/BOC; Anne Belanger, Presque Isle; * Brian Wagner, Presque Isle; Jack Matthias, Hillman Visitors Bureau; Heidi Dewald, Tawas Bay CUB/MI Sunrise Tours; Lee Shirey (Alpena alternate), Target Alpena; Robin Pearson, DNR; Steve Schnell, Cheboygan County; Kevin Schaedig, MDOT; Jeff Gray, NOAA; Rich Sullenger, City of Alpena.

* denotes management council voting members. Presque Isle is in process of appointing voting members.

Chair Sundin reported that Pete Hanses, Scott Thayer and/or Dave Langhorst of MDOT will be present at the May meeting (one or all?) and will report on their participation on this management council.

Officers: Chair Sundin reported that he will chair meetings until October as per present bylaws. The bylaws will be redrafted and adopted by that time. He opened nominations for Vice chair. Motion by Wagner, support by Sanderson to nominate Lee Shirey as Vice chair. Motion carried.

Kellan nominated Karen Sanderson as Secretary, support by Schmidt. Motion carried.

It is necessary that all counties appoint their two members. Written notification of these appointments by the individual counties should be on file with the council.

Bylaws Art Laatz, Ken Gauthier and Gary Kellan volunteered to redraft the bylaws. Discussion followed as to who should be voting members. Suggestions were—each of the six counties have two voting members, MDOT one vote, and possibly DNR, Forest Service, NOAA each have one voting member. NEMCOG will be a part of this council as support staff but will not be a voting member.

Funding More information will be coming next month when MDOT will be here.

Heritage Route Logo No one was quite sure if the logo (signage along US 23 designating heritage route) is registered. Lee Shirey did some investigation and thought that it had not been registered. Registration of the logo might eliminate potential conflicts. It also identifies and promotes the US23 corridor. Denny Serra of Great Getaways has been working on a website, visitsunriseside.com and might be in the process of registering the logo. Heidi Dewald will check and report back to the council.

Coordination of activities A method of interchange of minutes, agendas, activities etc. of members was discussed so that everyone is aware of the happenings in the six counties. A grant is being written for each Heritage route to have a common website provider that would include all pertinent information of each of the heritage routes/highways in Michigan. The website shell will be developed by LIAA (Land Information Access

Association). In the meantime, NEMCOG will provide space for all of us on their website. They will have link for the management council and encourage all to forward all appropriate minutes, etc to Denise Cline at dmcline@nemcog.org. If a member has something to place on the agenda, please email Greg Sundin at gregs@alpena.mi.us or Denise.

Marketing/CVB's roles Individual counties' Convention Visitors Bureau (CVB) have an integral role and the council would like to have them more involved on the Management Council. It might be appropriate to have one appointed to the council and that person relays information to other CVB's. Since they usually have their programs/activities/plans established early they might be willing meet with the management council and share perhaps once a year. The addition of a CVB representative would have to be addressed as a change in the bylaws.

Jack Matthias talked about "partnering", the object being bringing CVB and counties together to generate dollars to promote NE Michigan. He also suggested working with Denny Serra as far as visually promoting the area via his established website. Serra has filmed a good part of the area.

At this point, all agreed, that the Management Council needs an organizational vision for the entire 200 mile route obviously including all six counties. Also, additional members need to be encouraged to be active participants and all members are asked to report back to their counties on a regular basis to keep them informed.

Statewide Heritage Route Activities Kevin Shaedig will check into identification of the Sunrise Side Coastal Highway signage at the I-75 beginning of the route both in Mackinaw City and Standish. Discussion followed of consistent signage throughout all heritage routes within Michigan – no consensus and table to a later time.

If there are to be additional meetings regarding statewide planning activities for heritage routes, we need to be aware and need to send representation. Presque Isle attended the Traverse City meeting last fall.

A Management Plan Committee should be formed to formulate changes/updates to the present management plan—not sure when it or if it has been updated. All counties need to bring their changes/amendments to the next council meeting.

Motion by Sanderson, support by Gauthier to promote Iosco County's multi use path brochure as presented. Denise Cline will help with the mapping inside the brochure so it will be consistent with Alpena and Alcona county's brochures. Motion carried.

Robin Pierson, DNR recreational specialist attended the meeting for the first time—she works with all state campgrounds and boat access sites. Though she will not be able to attend meetings regularly, she wanted the council to know that the DNR will be able to provide resources.

Dan Mullen, DNR gave a brief explanation of a bill in the house that would change state campground entry fees as we know them. If anyone has any questions, please contact Dan at Harrisville State Park or mullend@michigan.gov.

Adjourned at 12:01 pm.