



Huron Shores Heritage route
Management Council Meeting Minutes
May 19, 2011

Chair Marlena MacNeill called the meeting to order at 10:07 am at NOAA Maritime Museum, Alpena, Michigan.

Present: Marlena MacNeill, Alcona County; Anne Belanger, Presque Isle County; Karen Sanderson, Alcona County Heritage Route; Sandy Sokolak, USFS/River Road Scenic Byway; Beverly Bodem, Alpena; Kenneth Gauthier, Alpena County; Joe Cercone, Presque Isle County; Brandon Schroeder, MSU Extension/MI Sea Grant; David Langhorst MDOT-Gaylord, Greg Sundin, City of Alpena; Dave Wentworth, Iosco County; Treenen Sturman, NEMI GLSI; Sarah Waters, Thunder Bay National Marine Sanctuary; and Denise Cline, NEMCOG.

Minutes: Joe Cercone, support by Anne Belanger to approve the March 16, 2011 minutes—approved.

Telling the story of US23

Anne Belanger presented an overview of the role of the county's historians in telling the various stories to be incorporated in the videos. She, Denise and Brian will set up criteria for the stories to be video taped. All the counties need to get their people on task to create these stories. They will then be submitted in written form to the committee. Denise, Anne, and Brian will meet with the Cheboygan and Mackinac Historical teams June 16. There has been a good response from the announcement of the Scenic Byways grant.

Website Review

Denise thought that the integration of the Blueways/Greenways into the website will be a good idea since it seemed to be a duplication of effort, i.e., having two websites basically do the same thing. She is talking to LIAA to make the website a bit faster as well as integrating Blueways/Greenways into our website.

Each county must take a look at their event postings to make sure it meets the criteria. For example, a blood drive might not be appropriate. We need to remember that our main audience is the traveler looking for experiences.

Asset/event editors can only edit their own county and they cannot provide linkage to any for profit websites.

Heritage Route Brochures

To reprint the 6 county brochures—15,000 per county will be \$732/county. Please send your monies to NEMCOG as soon as possible. We will try to get them printed for this year. The US Forest Service pledged \$500 each for Alcona and Iosco Counties.

National Scenic Byways 2010 Grant

A big congratulations to Denise for all of her work in obtaining \$147,000+ for interpretive information, finishing inventory, etc. More information will be forthcoming.

2011 Scenic Byways Grant

The application process for the 2011 grant is in progress and is due May 23, 2011. If we get this will fund the video production, signage, smart phone application , billboard advertising, the development of brand merchandising, and two seasons of the Pure Michigan campaign to out-of-state markets.

Back to the Bricks promotional tour

Help is needed June 19 in Alpena with this event. Please contact Deb Pardike at the Alpena Chamber of Commerce if you can help them. Denise will get the US 23 window clings printed.

Northeast Michigan Great Lakes Stewardship Initiative

A letter of support has been sent in support of connecting school learning with community partners through the Great Lakes Stewardship Initiative. Brandon Schroeder has been working with the schools along the route with various stewardship programs. They have been very successful.

Development of US23 Program Guidelines

Briefly, Denise talked about developing US23 as a “brand”—much like “Levi’s” is a brand. A committee should be formed to develop a marketing plan and promotion—we need guidelines.

Empty seats—we need to replace Dan Mullen (DNR) and a private sector representative.

Committee Reports

Alcona—will meet May 31, 2011

East Tawas—will meet May 26, 2011

Alpena—met with historian two weeks ago

Presque Isle—meeting with historian

Sunrise Coalition—will participate in the “Pure Michigan” campaign summer and fall

MDOT—funding is in place for the Heritage Route. The Hawks multi-purpose trail (NE Michigan) will be finished this summer

USFS—Sandy Sokolak is retiring in July—Congratulations, Sandy. She is working with Denise on the Scenic Byways application.

Sea Grant—On June 1, 48 people will spend three hours traveling the coast of Tawas.

Thunder Bay—the glass bottom boat has been delivered and the first tour will be June 4, 2011.

Motion to adjourn at 12:17 pm. Next meeting will be held in Alcona County—date and time to be announced.

Respectfully submitted,
Karen L. Sanderson,
Recording Secretary