

**Huron Shores Heritage Route
Management Council Meeting Minutes
May 4, 2010**

Chair Marlena MacNeill called the meeting to order at 10:00 am at the Greenbush Fire Hall in Greenbush, Michigan

Present: Denise Cline, NEMCOG; Dan Mullen, MI DNRE; Janelle Murieke, Arenac County; Don Seal, Saginaw Chippewa Indian Tribe; Sue Fortune, EMCOG; Ken Gauthier, Sanborn Township, Alpena County; Joseph Sancimino, Arenac County; Sue Stein, Arenac Cty Heritage Route Authority; Leisa Sutton, Oscoda-AuSable Chamber; Pat Shiflet, Coastal Coalition; Belle Flora, Coastal Coalition; David Langhorst, MDOT; Ed Roddy, Greenbush Township; Trish Schmidt, Iosco Cty BOC; Joe Cercone, Presque Isle Co EDC; Dave Wentworth, Iosco County; Anne Belanger, Presque Isle County; Marlena MacNeill Alcona County; Karen Sanderson, Alcona County.

Minutes Motion by Wentworth, support by Schmidt to approve March 2, 2010 minutes. Motion carried.

Logo Denise presented the logo prepared for us by LIAA. Motion by Trish, support by Belanger to use the logo for the brochures with modification for the road signage. Motion carried

It was also decided that we need to copyright the logo and find out if the cost can come out of the MDOT Technical Assistance budget. D. Cline will follow up with copyright fulfillment and advise at next meeting. Dave Langhorst (MDOT) suggested we blow up this logo for road signage to differentiate it from the MDOT signage. The logo will be reviewed by MDOT at their June 3 meeting to see if there is any issue with the design.

Brochure printing There was discussion on the look of the brochure. Motion by Belanger, support by Flora that an appropriate photograph rather than solid color be used for the cover front page. Motion carried.

Discussion of brochure distribution followed. It was decided that they go to Clare, Mackinaw, Standish and St. Ignace. We will need to get the brochures to Dave Langhorst and he will see that they are distributed to the above Welcome Centers.

Indian tribe representation Motion by Flora, support by Wentworth to appoint a subcommittee to study the affects of affiliation with the Federal Scenic Byway program. Motion carried. Joe Sancimino will chair, Trish Schmidt, Karen Sanderson and Heidi Dewald will make up this committee. Motion by Wentworth, support by Fortune that the Management Council will extend an invitation to the Little Traverse Bay Band of the Odawa tribe and the Saginaw Chippewa tribe to become part of the council. Motion carried.

Informational websites for these tribes are: sagchip.org and search LTBB to find the Little Traverse Bay website.

Scenic Byways Grant Denise reported that it was submitted. It has been returned for some corrections/changes. It will be resubmitted.

Website The Council reviewed the draft website from LIAA and made minor suggestions. When editing assets, be careful that you have accurate GPS coordinates and addresses, i.e., US 23 S/US23 N. At present only county members can edit information on the website. This may need to be tightened up in that edits need to be overseen for appropriateness.

Motion by Belanger, support by Gauthier to move ahead with increasing keywords that improve ranking within search engines to increase the number of hits on the site. Motion carried.

Denise will again tell LIAA to purchase the name US 23.org.

Coastal Coalition. Through the Coalition efforts to become part of the “Pure Michigan” campaign, there have been some issues with ownership of the name, “*SunriseCoast*” and its related social media, i.e., Facebook, Twitter, You Tube, etc. Motion by Belanger, support by Sanderson that the Coastal Coalition be officially recognized by the Management Council as the marketing arm of the Huron Shores Heritage Route in all forms of promotions and advertising including social media and internet advertising, etc. They (Coastal Coalition) will maintain and administer the brand Michigan Sunrise Coast through social media at michigansunrisecoast.org and includes .net and .com. Motion carried with 1 member opposed.

Motion by Flora, support by Murieke to market the Sunrise Coast as Michigan Sunrise Coast in all advertising efforts to alleviate any confusion of the marketing groups. Motion carried.

Photos Please continue to email photos to Denise

Next meeting The next meeting will be June 1, 2010 at 10:00 am at the Presque Isle District Library. The address is 181 E. Erie, Rogers City

Meeting adjourned at 11:55 am.

Respectfully submitted

Karen L. Sanderson, Secretary