

# **US 23 Huron Shores Heritage Route**

Management Council Meeting Minutes

July 14, 2009

**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; Trish Schmidt, Iosco/Oscoda Twp.; Anne Belanger, Presque Isle; Lee Shirey (Alpena alternate), Target Alpena; Beverly Boden, Sen. Stamas' office; Kevin Schaedig, Scott Thayer, MDOT; and Brandon Schroeder, MSUE/Sea Grant.

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

June minutes were in our packets but no action was taken. It was noted that Ken Gauthier is a regular member, not an alternate as stated in the June minutes.

## **By-Laws:**

Chair Sundin went over the final copy of the By-Laws along with a couple of minor changes. One change was that no one can hold one position for more than two years. Rotation of positions is encouraged (p.4). Another minor change was any amendments must result in distribution of copies of the proposed amendment to all voting members prior to vote.

The question was asked if we need to register the new name of "Huron Shores Heritage Route". Greg will check with Pete Hanses who oversees heritage routes at the state level.

## **Private Sector Tourism Representative Nominees:**

Anyone knowing someone in the private sector who would be beneficial or has an interest in the Sunrise Coastal Highway, please forward their name to Denise Cline. Jack Mathias might be a potential candidate.

## **MDOT report:**

Kevin and Scott gave an overview of present and future projects MDOT is involved with. They said there have been 120 projects delayed in the state due to the economic downturn. However, they are in the construction phase of a 71 mile non motorized trail between Alpena and Cheboygan for year 2011.

## **Signage report:**

Denise Cline gave a brief overview of a conference call she was involved with to discuss signage. Corbin Design was hired by NW Michigan and they provided a hand out that outlined some of their proposals. Greg said he didn't think this "one size fits all" fits the needs of all heritage routes. Also discussed was that the heritage routes need consistency in websites and brochures as well as signage. The Management Council was against the idea of having stricter signage regulations for rural Heritage Routes.

There will be a meeting of representatives from Heritage Routes around the State on August 13, 2009 at the MDOT office in Gaylord. If you have any ideas, suggestions on signage, you can email Denise. Several members of the Management Council plan to attend.

**Brochures:** Denise will submit application for the Kodak Greenways grant tomorrow, 7-15-2009 for printing brochures—a \$2,500 grant. She estimates the cost to be about \$6,000.00 for 6 different designs (each county having their own) and 20,000 brochures per county. Each county will have to raise their share of the cost. The cost estimate if the grant is secured will be \$500 - \$750 per county. Please email any last minutes letters of support to Denise.

**Corridor Management Plan:** The first thing that needs to be done is to go through and change the name throughout the document. Everyone is urged to go through Sections 3 and 4 of the document and send any changes to Denise. Signage at the entry points—Mackinaw City and Standish must be addressed. MDOT must be an intergral part of the whole process since they have certain criteria for placement of signage as well as the number of signs along the route. We need to get past the planning/conversation stages and actually implement/promote of our heritage route. So please go through these sections and delete, modify, set priority projects and make your recommendations to Denise before the August meeting.

**Coastal Coalition:** This group is in the process of presenting a media “blitz” of sorts to get the word out to the communities along US 23 of being a featured destination in the Summer 2010 “Pure Michigan” campaign. The \$30,000 cost will be shared by the six counties based on population and ability to pay.

The Coalition needs to recommend someone from that group to be a voting member of the heritage committee.

**Coastal Tourism Business Toolbox (Sea Grant):** Brandon Schroeder invited members to stay after the Management Council meeting to discuss the program he has been working on which involves creating a web-based “toolbox” to assist entrepreneurs who want to develop a coastal tourism related business. The program is based on a model from Queensland, Australia. This program will go hand in hand with the activities being undertaken by the US 23 Heritage Route program. Some members stayed for Brandon Schroeder’s presentation.

Motion to adjourn at 11:25 am.

**Submitted by: Karen Sanderson, Secretary**

Next meeting is Tuesday, August 25, 2009.