



## Huron Shores Heritage Route Management Council Meeting Minutes July 6, 2010

Chair Marlena MacNeill called the meeting to order at 10:07 am at the Presque Isle District Library in Rogers City.

**Present:** Marlena MacNeill, Alcona County; Anne Belanger, Presque Isle County; Karen Sanderson, Alcona County Heritage Route; Trish Schmidt, Iosco County; Beverly Bodem, Sen. Stamas' Office, Alpena; Kenneth Gauthier, Alpena County; Brandon Schroeder, MSU Extension/MI Sea Grant; Sue Stein, Arenac Heritage Route Auth.; Brian Wagner, Presque Isle Co./Rogers City; Kevin Schaedig, MDOT-Alpena TSC; Scott Thayer, MDOT; Matt Gerow, Alpena; Greg Sundin, City of Alpena; Linda Carlson, Cheboygan; Elna Bishop, Cheboygan; Vada Wait Cheboygan (Cheboygan representatives from Mackinaw Tribe), and Denise Cline (NEMCOG).

### Website Review

A teleconference with Jim Muratzki, Technology Director for LIAA, our website designer. Through the technology at the Presque Isle Library he was able to take us through the process of navigating our website. They (LIAA) hope to have the website completed at the end of July. The following will be necessary on our end—meaning all 6 counties that are represented for us to have a viable, informative product

- We need narratives/descriptives to go with all assets
- Pictures of the assets—we don't need to worry about resolution of the pictures
- Some counties need to write a summary statement for the initial entry into their county page
- Need to keep events page updated. It will function 90 days into the future
- The "Plan your Trip" portion of the website will be ready in two weeks. This will enable the visitor to do a 'shopping cart' of activities, etc
- All assets will be assigned to a certain "collection" – this will enable some assets to be assigned to more than one county (i.e. assets that are near county lines).
- Each member of the county team will still be able to edit assets, however one person from each county will be able to edit the rest of the information on their county page (county descriptions, general photos, etc.). Send main photos (county photos) to Denise Cline along with descriptive text. She will properly size the photos and make the descriptive text of the county in consistent language for all the counties.

*Motion by Schmidt, support by Sanderson to adopt Alcona County's event criteria for the entire route. Motion carried.*

**Minutes** *Motion by Schroeder, support by Belanger to approve May 4, 2010 minutes, Motion carried*

**Brochures** Most have been distributed. If you have occasion to go to the west side of the state—Clare, New Buffalo, or Coldwater, the brochures can be picked up at the MDOT office in Gaylord. All counties have been delivered.

**Scenic Byways Designation** Trish Schmidt reported that the designation is worth pursuing and that Joe Sancimino is contacting the involved parties. More to come. Denise said the Scenic Byways grant application for the interpretive program has been forwarded on to the federal scenic byways program, but we have no cash match, so approval is a long shot.

**Signage** Denise went to a meeting with MDOT regarding the signage issue. Not only do the signs have to meet MDOT criteria, they also must meet federal criteria. No consensus at this time—keep tuned!!! When applying our custom logo to the road signs as a header, we will have to change the 23 logo a bit as it is too similar to 23 sign in size and outline of the border. But we can still use the highway road shield shape for our marketing materials.

**Recreation Grant Funding** Denise spoke with Dave Wentworth, Iosco County, about having their projects and goals included in the Iosco County Recreation Plan. Denise suggested that all county teams begin working on getting their projects and goals from the Heritage Route Management Plan incorporated into local recreation plans. We should also look into the possibility of creating a Heritage Route Recreation Plan.

**Indian Tribe Representation on Management Council** Motion by Wagner, support by Belanger to place a question to amend our bylaw's to include Indian representation on our management council agenda. It involves Article III of the bylaws. This will be done at the next management council meeting. Motion carried.

**Fiscal year 2010 technical assistance** Denise encouraged us to look into the future (2011) to determine our needs as far as technical assistance from NEMCOG/EMCOG. Trish Schmidt will talk to EMCOG as to their involvement with Huron Shores Heritage Route. For continuity we would like Denise to continue her involvement with us involving all six counties. Some of the activities, but not limited to, would be

- Website will be an ongoing activity
- Scenic byway coordination
- Involvement of tribes along route

### **County Reports**

Alcona—will be meeting. Need to write narratives for assets

Alpena—have an intern through the “Cool City” program will input information. Will meet soon.

Arenac—have the most information on website

Iosco—marking Alabaster to Lighthouse trail

Cheboygan—no representation

Presque Isle—inputting information into asset inventory

MDOT—current project on US23 is Iosco County line to the river

Sea Grant—Brandon reported on promotion of local Great Lakes whitefish. It involves marketing “eating local”, sustainable fishing. The website is [www.greatlakeswhitefish.com](http://www.greatlakeswhitefish.com)

**Next meeting** will be Thursday, October 7, 2010 at 10:00 in Iosco County. The place will be determined. A rain date will be October 14, 2010. You will be informed by email when all is finalized.

**Motion to adjourn** at 12:08 pm. Thanks to Anne Belanger for all her assistance in getting ready for the computer hook up with Jim Muratzki

Respectfully submitted,  
Karen L. Sanderson,  
Recording Secretary