



**US 23 Heritage Route**  
**Sunrise Side Coastal Highway**  
**Management Council Meeting Minutes**  
**May 19, 2009**

**PRESENT:** Greg Sundin (City of Alpena), Beverly Bodem (Senator Stamas' Office), Ken Gauthier (Sanborn Township), Sandy Sokolak (US Forest Service), Marlena MacNeill (Alcona County Road Commission), Anne Belanger (Rogers City), Brian Wagner (Rogers City), Trish Schmidt (Iosco County Board of Commissioners), Gary Kellan (Oscoda Township), Kathy Tenwolde (East Central MI Council of Governments), and Denise Cline (Northeast MI Council of Governments).

Chair Greg Sundin called the meeting to order at 10:03 am at the Great Lakes Maritime Heritage Center, Alpena, Michigan. It was noted that there were six voting members present.

**BYLAWS:**

Sundin noted that he has read through both versions of the bylaws that were distributed. He found that one version of the bylaws was nearly sufficient and would only require minor changes. He has made some edits to that version of the bylaws and will distribute them to the Council to be discussed and/or voted on at the next meeting. The group discussed the make-up of the Management Council membership. Wagner noted that the concept of a rotating chairperson from different counties every one or two years was a good idea. The group agreed that, since the Sunrise Side Tourism Association no longer participates, those positions should be removed from the Council. The group discussed membership of MDOT, DNR, USFS, NOAA, and representatives from tourism agencies. Sokolak stated that the USFS could not be a voting member, but she could act as a liason between the Council and the USFS. Also, it was questioned whether the DNR could be a voting member. Sundin intends to have the draft bylaws state that MDOT is a voting member. The Commission discussed the possibility of including representatives from the various Conventions & Visitor's Bureaus or Chambers of Commerce on the Council. Kellan suggested that the Council encourage the county teams to appoint a tourism representative as one of their appointed Management Council members. Wagner suggested that another option is to encourage the county teams to fill the alternate positions as well the regular positions. If both attend the Management Council meetings, then everyone is represented. Sundin and Cline will send out the draft bylaws before the next meeting.

A discussion occurred concerning the "Coastal Coalition". The group agreed that, since the goals of both the Coastal Coalition and the Heritage Route seem to be similar, it would be a good idea to meet with that group. Kellan will contact the Coastal Coalition to either ask for a joint meeting or to have them send a representative or two to the next Management Council meeting.

The group also discussed the possibility of video conferencing for Management Council meetings in order to increase participation due to the long travel time for some members. Video conferencing is available at the Maritime Heritage Center.

**MANAGEMENT PLAN:**

The five-year update to the Management Plan is overdue. To begin the process, county teams should start discussing changes to their portions of the plan. They should look into their records to see what

amendments have been made since the plan was written. Tenwolde will write the amendments for Iosco and Arenac County. All county teams can send their amendments to Cline for inclusion in the plan update. The teams should have their amendments ready by August for finalization in October.

**SIGNAGE:**

At the last meeting, Kevin Schaedig was asked to look into the possibility of changing the signage on I-75 directing traffic to the Mackinac Bridge to include a sign denoting the US 23 Heritage Route to the bridge. Cline updated the Council with the MDOT response which Schaedig had forwarded to her. She noted that it isn't in the MDOT guidebook to include that type of signage since the Heritage Route is designated on the official highway map. The group discussed the need for changes to the signage guidelines. Bodem suggested contacting the legislators to encourage this. The State Heritage Route Signage Committee will be meeting in Gaylord on June 11 to discuss signage concerns and issues for Heritage Routes around Michigan. The Management Council members were asked to provide Cline with a list of issues to take to the meeting. Specifically, the signage at the bridge going south and on I-75 going north was noted. Also, there seems to be a lack of signage in the City of Cheboygan. The need for attractive, consistent signage which designates all Heritage Routes was discussed. It was suggested to ask Steve Schnell to take a photo of the signage from the Mackinac Bridge heading south. Belanger noted that she could also do it if Schnell could not. Email any sign photos and issues to Cline by the end of May.

**LOGO/NAME:**

A discussion occurred concerning the name of the "Sunrise Side Coastal Highway". It was noted that the name should identify where you are. The Sunrise Side Coastal Highway doesn't necessarily denote an area in Michigan to someone in another part of the country. Tenwolde noted that, if M-25 is designated a Heritage Route, that would also be a coastal highway on the sunrise side. The group discussed the idea of branding the US 23 Heritage Route with a name such as "Huron Shores". This name could possibly encompass more than just US 23 – it could also include such things as the Maritime Heritage Trail, Huron Greenways, and Huron Blueways. The group questioned whether they could start calling the route by a different name due to the designation by MDOT. This will be discussed with MDOT at the next meeting. A discussion occurred concerning marketing the region under an umbrella name like Huron Shores. Other regional marketing campaigns were also discussed (such as "Beach Towns"). The group also discussed meeting with legislators to discuss various issues – key bullet points need to be developed prior to any such meeting.

**NEXT MEETING:**

June 23, 2009 at the Great Lakes Maritime Heritage Center in Alpena.

**ADJOURNED:**

11:45

**Submitted by:**

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