



US 23 Heritage Route
Management Council Meeting
Tuesday, September 19, 2017 at 1 pm
Location: Online

MINUTES

Present:

Adam Poll, Mary Ellen Jones, Karen Sanderson, Anne Belanger, Patty O'Donnell, Steve Schnell, Ian Dockrill, Kevin Schaedig, Doug Wilson, Larry Clark, Blake Gingrich, Andrew Augustyn, Katie Wolf, Leisa Sutton, Steve Schnell, and Denise Cline.

Adam Poll called meeting to order at 1 pm.

Approval of Agenda. Motion carried.

Approval of Minutes of 4-28-16. Motion carried.

Management Council Membership:

Sharee Koenig has left Lost Lake Woods Club so another tourism representative needs to be appointed. Ian Dockrill (Lost Lake Woods Club) has agreed to represent private tourism. Anne Belanger said that Deb Stiller is willing to represent Presque Isle County. Katie Wolf is replacing Sarah Waters for the Thunder Bay National Marine Sanctuary.

Motion by Anne Belanger to approve Ian Dockrill, Deb Stiller and Katie Wolf as new Management Council appointees. Seconded by Karen Sanderson. Motion carried.

Scenic Byway Maps:

Four map products still need to be designed as part of the National Scenic Byways grant. The four products are a trails map (water and land trails), an historic map, a general regional map of the route, and a guidebook. Due to the fact that Denise has been assigned to other projects (i.e. zoning ordinances), NEMCOG has contracted the design of the maps out to a graphic designer. Interpretive information and photos have been collected over the summer and the map design is in process. Denise will forward drafts to the Council when they become available. Katie asked if the Maritime Heritage Trail could be represented on the trail map. Denise will make sure that it is.

Lake Huron Discovery Tour:

Mary Ellen and Katie updated the group on the tour planned for October 6-9, 2017. Events are being planned and uploaded. Everyone needs to make sure to get their community events on the website. The theme is "Music is in the Air." The Lake Huron Discovery Tour Committee took a tour up and down the coast to spread the word. The event is being advertised externally and also on social media pages. In addition, the Lake Huron Discovery Tour Committee won a Collaboration Award at the Pure Michigan Governor's Conference on Tourism. Mary Ellen updated the group that the group has submitted a presentation called Your True North: A Case Study in Cultural Tourism for the SXSW Conference. In addition, the group will conduct a breakout session at next year's Pure Michigan Governor's Conference on Tourism. Katie thanked the Alpena City Council for contributing funds for the Lake Huron Discovery Tour. Denise told the committee that people are still doing the 200-mile geocaching tour that was created in 2015. Denise will look to see if it needs to be put back up on the events calendar if more pathtags are available.

Larry Clark asked if data is available to determine the impact of the Lake Huron Discovery Tour. Denise will pull data from the website for the years prior to the tour and after.

Voting Members:

1. Sue Stein (Arenac County)
2. **Vacant (Arenac County)**
3. Dave Wentworth (Iosco County)
4. D. Jay O'Farrell (Iosco County)
5. Marlena MacNeill (Alcona County)
6. Karen Sanderson (Alcona County)
7. **Adam Poll (Alpena County) - Chair**
8. Ken Gauthier (Alpena County)
9. Anne Belanger (Presque Isle County)
10. Deb Stiller (Presque Isle County)
11. Steve Schnell (Cheboygan County)
12. Pete Redmond (Cheboygan County)
13. Heidi Dewald (Private Tourism Rep)
14. Ian Dockrill (Private Tourism Rep)
15. Sarah Waters (TBNMS)
16. Belle Flora (Sunrise Coastal Coalition)
17. Patty O'Donnell (MDOT)
18. Don Seal (Saginaw Chippewa Indian Tribe)
19. **Mary Ellen Jones (MACNE) – Vice Chair**
20. Vacant (NRTH)
21. Mary Beth Stutzman (CVB)
22. Larry Clark (South Bay Corridor)
23. Katie Wolf (Friends of the Thunder Bay National Marine Sanctuary)

Non-Voting Members (Ex-Officio):

1. Andrew Kenyon (US Forest Service)
2. Blake Gingrich (Michigan DNR)
3. Brandon Schroeder (Michigan Sea Grant)

Alternates for voting members

1. Jim Klarich (Alpena County)
2. Rich Sullenger (Alpena County)
3. Frank Cloutier (Saginaw Chippewa Tribe)
4. Pat Shiflet (Sunrise Coastal Coalition)
5. Doug Wilson (MDOT)

FY 18:

Denise said that her priorities in FY 18 are getting the Scenic Byways maps complete and keeping up with providing technical assistance to the website. In addition, over the summer, Ethan Cline assisted with cleaning up the US 23 website.

Updates:

South Bay Corridor: Larry Clark provided updates:

- 45th Parallel Park – the South Bay committee is working with DEQ, DNR and Alpena Township. Looking at private property at S. Partridge Point Rd and US 23.
- South Bay committee is working on extending the Alpena Bi-Path south on 23.
- Partridge Point Park.
- New South Bay Board members – Katie Wolf, Jackie Krawczak, and Karie Bleau.

Thunder Bay National Marine Sanctuary: Andrew provided updates:

- Visitor numbers continue to increase. July had the highest numbers ever (25,000+).
- August 12 was “Get into Your Sanctuary Day”.
- Harvest Moon/Dark Sky Cruise on October 6 in partnership with the Besser Museum.
- Film Festival – last week of January.
- Two new shipwrecks found.

MACNE: Mary Ellen and Katie provided updates. A MACNE Board meeting will occur after the Discovery Tour.

Sunrise Coastal Coalition: No Pure Michigan campaign occurred this year for Sunrise Coast. Karen will look into whether any communities participated in a Pure Michigan campaign. It was suggested that the funds that were raised for Pure Michigan could be redirected to the Lake Huron Discovery Tour.

MDOT: Doug Wilson provided updates on road projects on US 23. Two projects occurred in Alpena County and one in Presque Isle County. In FY 2018, there will be a total reconstruction from Tawas Beach Road to Kirkland Drive that will last from March 2018 to November 2018. Patty said that 2018 funding contracts are complete.

DNR: Blake Gingrich provided updates:

- Rockport – site development planning on-going. A map of 23 miles of trails has been generated. They are adding 4 backcountry campsites.
- Harvest Fest occurring at Hoeft on October 7.
- Northern Night of Deep Sky Wonder occurring at Rockport on October 21.
- The DNR is looking at trails in Alpena County (consultant). They are also working on Norway Ridge and Chippewa Hills.
- Blake will ask the NRTH group for a new rep for the Management Council to replace Pat Pokorski.

Private Tourism: Ian provided updates about Farm to Fork in Alcona County. He also discussed the issue that Alcona County has no identity or brand.

County Reports:

- Steve Schnell reported on talking to bicyclists from Wisconsin. Also, Cheboygan County will appoint a new rep for the Council because the BOC didn't appoint anyone.
- Anne Belanger provided an update on the Lake to Lake Tour on the Northeastern State Trail. The tour will go from Alpena through Cheboygan to Petoskey.

*Motion by Anne Belanger to adjourn at 2:12 pm. Seconded by Larry Clark. Motion carried.
Submitted by Denise Cline*