

US 23 Heritage Route/Sunrise Coast

Management Council Meeting Minutes

September 13, 2024, at 10 a.m.

Location: Virtual Teams Meeting



Present:

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| 1. Anne Belanger (Presque Isle County);
Chairperson | 10. Eric Ostrander (MDNR) |
| 2. Denise Cline (NEMCOG) | 11. Scott Susalla (private) |
| 3. Montiel Birmingham (City of Alpena
Planner) | 12. Ethan Reid |
| 4. Kevin Fisher (City of Alpena) | 13. Ben Dubois (MDOT) |
| 5. Mary Ellen Jones (Alcona County) | 14. Steve Lang (Presque Isle Township
Supervisor) |
| 6. Rich Castle (Consumers Energy &
Develop Iosco) | 15. Marlena MacNeill (Alcona Township
Supervisor) |
| 7. Kevin Schaedig (MDOT) | 16. Chris Martin (Baldwin Township/Develop
Iosco) |
| 8. Kaelie Fessler (Rogers City) | 17. Mike Timreck (Baldwin Township) |
| 9. Clayton Sigmann (MDOT – Byway
Program Manager) | |

Call to Order: Anne Belanger called the meeting to order at 10:05 a.m.

Agenda: Moved by Montiel Birmingham to approve the agenda, as presented. Second by Mary Ellen Jones. Motion carried.

Minutes: The minutes of May 7, 2024 were presented. Moved by Montiel Birmingham to approve the minutes, as presented. Second by Kevin Schaedig. Motion carried.

Management Council Membership:

Motion by Montiel Birmingham to appoint Kevin Fisher as an alternate to the management council for the City of Alpena. Second by Mary Ellen Jones. Motion carried.

Motion by Anne Belanger to appoint Kaelie Fessler as to the management council for Rogers City. Second by Kevin Fisher. Motion carried.

Marketing Committee Update:

1. A discussion occurred related to the promotion of dark skies along the route. Eric Ostrander noted that the DNR allows dark sky viewing in day use parks after 10 pm. A blurb about dark skies will be put in the new US 23 guidebook for Rockport, Thompson's Harbor, Negwegon, and The Headlands. Montiel Birmingham discussed the Dark Sky Adventure Guide at the Alpena CVB. Anne

Belanger would like a Dark Sky Committee to meet. Rich Castle will connect with the US Forest Service on dark skies.

2. Denise Cline updated the group on the marketing committee recommendations for the name of the route pertaining to the name of the route. The recommendation is to change the route name from "US 23 Heritage Route" to "Sunrise Coast." ***Motion by Marlena MacNeill to change the name of the route to "Sunrise Coast." Second by Clayton Sigmann. Motion carried.*** Denise Cline will work with the logo designer to change the logo. Anne Belagner will work with MDOT on signs. It was noted that funding was needed to update the MDOT Byways Signage Plan. Clayton Sigmann that the National Scenic Byways program has funding opportunities and that MDOT chooses priority applications. It is possible for multiple routes to work together on this.
3. It was noted that there will be a statewide Byway workshop on November 4, 2024, in Gaylord.

Print Materials: Denise Cline updated the group on print materials being produced which include the guidebook, brochures, Huron Blueways paddle guide, and the Sunrise Coast Birding Trail map. Clayton asked Denise to provide him versions of the US 23 materials used in the past.

Discovery Tour: Mary Ellen Jones found the timeline that the Discovery Tour Committee used in 2016 and will send it to the group. Planning should start in January. It would be necessary to hold meetings with local communities to get buy-in. A steering committee is necessary. Mary Ellen is available to support but not serve on the committee. Montiel asked for a brochure to share with communities. Denise can edit the slideshow. A discussion occurred about combining the event with Passport to the Arts.

Legislative Tour: The council discussed the legislative tour briefly. Denise will check with Senator Hoytenga to see if she is interested in sponsoring it.

Merchandise: The council discussed types of merchandise and the need to think outside of the box – example: sunglasses lanyards with logo on them. Council will send ideas to Denise. Eric asked about the US 23 stickers because people still ask about them. Denise said that a new batch can be printed. Local businesses have the ability to produce logo gear with a license to sell.

Member Updates:

- Kevin Schaedig (MDOT) noted that the logo with the Pure MI Byway sign could be turned into stickers.
- Ben Dubois (MDOT) updated the council on the Active Transportation Plan.
- Clayton Sigmann (MDOT) will send the byway flyer out.
- Denise Cline (NEMCOG) will send out the US 23 Corridor Management Plan with changes as soon as it is complete.

Meeting adjourned at 12 noon.

Minutes Compiled by: Denise Cline, NEMCOG