

HERITAGE ROUTE - ALCONA COUNTY
January 5, 2010
Meeting Minutes

Present: Karen Sanderson (Chairperson); Dan Mullen (Harrisville State Park); Art Laatz; Marlena MacNeill (Alcona County Road Commission); Bill Thompson (Alcona County Commissioners); Ken Hubbard (Alcona County EDC), Bonnie Wichtner-Zoia (Alcona County EDC), and Denise Cline (NEMCOG).

Minutes

Motion by Bill Thompson, seconded by Dan Mullen, to approve the minutes of the October 6, 2009 meeting. Motion passed.

PURE MICHIGAN

The team briefly discussed the branding that the Pure Michigan campaign has given the area – the “Sunrise Coast”. Karen has collected the money for Pure Michigan. The group discussed using the \$145 that has been in the Alcona County Heritage Route account. It was decided that the funds should not be used.

Motion by Dan Mullen, seconded by Bill Thompson, for Alcona County to issue a check for the Pure Michigan campaign in the amount of \$1600, which was transferred from MSU Extension. The check should be issued when all other funding is secured. Motion passed.

SCENIC BYWAYS GRANT APPLICATION

Denise updated those who did not attend that morning’s Management Council meeting that, in addition to interpretive materials, the Management Council would also like to apply to have money to direct to NEMCOG to provide more full-time staffing to the Heritage Route program to implement a coordinated marketing program.

HERITAGE ROUTE WEBSITE

Bike Trail Routes: Marcia Simmons has begun mapping out recommended bike trail rides for Alcona County. These trail rides will be laid out in a brochure or small map publication for print as well as put on the new website. Marcia has four routes ready to go.

Website Design: The team discussed the website design elements that were discussed at the Management Council meeting. Elements of three different websites were indicated as desirable: the US 12 Heritage Trail site, the Great Waters site, and the Coastal Ohio site. The Management Council decided how the front page of the website should look and how it should function. They would like visitors to be able to search both at the county level and by subject area – similar to the Coastal Ohio site. More graphics than text will be used. Denise will get the ideas for the website on paper and contact LIAA for a meeting.

Website Data: Denise reviewed the list of types of data needed for inclusion on the site. She noted which data she or the team has already collected. Ken Hubbard will get information on historic points of interest to Denise. The team discussed the types of business information needed and who the audience of the site is. All businesses that a tourist might want access to should be included. Methods of gathering this data were also discussed. Denise noted that she has already designed some forms to be used for businesses to submit their information and that she will send those forms out to the team. The team agreed that local units of government should be contacted in order to get the word out about the website. Bonnie indicated that she could discuss the agricultural tourism component with the Agriculture Committee.

Next meeting: February 2, 2010 at 1 pm at Alcona Township Hall.
Meeting adjourned at 4:50 pm.