

Alpena County Heritage Route Team Meeting Minutes

Date: 7-8-08

Time: 1:30 PM

Location: Alpena City Hall

Present: Greg Sundin (City of Alpena), Eric Cline (City of Alpena), Rich Sullenger (City of Alpena), Ken Gauthier (Sanborn Township), Doug Vam (Sanborn Township), Lee Shirey (Target Alpena), Deb Pardike (Alpena CVB), and Denise Cline (NEMCOG).

Alpena County Brochure

The team reviewed the draft of the Alpena County brochure. The team agreed to the general format. Minor changes to be made:

- Text changes as noted on draft - add text to contact information on back
- Add boat launch in Ossineke
- Rename “City of Alpena Parks” to “Parks within the City of Alpena”
- Darken yellow/brown font color and roads
- Renumber features
- Add 45th parallel line
- Add roads to Negwegon and Rockport
- Decrease font size for city parks
- Misc. other minor changes noted on printed draft

The team discussed the number of brochures that would be needed for each county and agreed that around 10,000 brochures would be satisfactory. Quotes will have to be obtained from several printers for all six counties – a bulk price will be less expensive. Funding sources are being looked into. The brochures should be available at all Alpena County tourism information sites as well as at other locations along the Heritage Route and at MDOT Welcome Centers.

Website Participation Form

Denise Cline will email the website participation form to Deb Pardike who will distribute them in a CVB mailing. An article appeared in the newspaper encouraging businesses to submit their information. NEMCOG has already received a number of forms back from Alcona County businesses but none from Alpena County businesses. It was suggested that Denise contact the Alpena News to see if they might print the actual form as a public service.

Management Council:

It was noted that no one on the Alpena Team has been notified of any Management Council meetings. Rich Sullenger and Ken Gauthier both tried to attend a meeting in the winter, but no one else was in attendance, and they had not received notification that the meeting had been cancelled.

Next meeting: Denise will send a revised draft to the committee members. After that, the team will schedule the next meeting to finalize the brochure.

Meeting adjourned at 2:45 pm.