

Alpena County Heritage Route Team Meeting Minutes

Date: 3-5-08

Time: 2:00 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), Marie Twite (Alpena Township), Doug Vam (Sanborn Township), Deb Pardike (Alpena CVB), Lee Shirey (Target Alpena), Beverly Bodem (Senator Stamas), Dennis Bodem (citizen), and Denise Cline (NEMCOG).

Management Council

Ken Gauthier, Eric Cline, and Greg Sundin jointly provided an update on the February Management Council meeting. The idea of a portal concept was discussed at the Management Council where website users could enter the Sunrise Side website or the Heritage Route website being developed by the county teams with the assistance of NEMCOG. While the Sunrise Side Tourism Association promotes its members on the website, the other website would promote all tourism-related businesses along the route. It was agreed at the Management Council that the counties should have control over their own content and that that was best done with the website being developed with the assistance of NEMCOG.

Management Council Representatives

At their last meeting in February, the Alpena County Board of Commissioners officially appointed Greg Sundin and Ken Gauthier as the Alpena representatives on the US 23 Heritage Route Management Council. Rich Sullenger and Lee Shirey were appointed as alternates.

Website Content

The team discussed the information that is needed to continue development of the website. Denise Cline will email the members the database with the business listings. The locations of Sanborn Township businesses have already been mapped and corrected. Marie Twite will take the Alpena Township map to review. Staff or co-ops from the City of Alpena and Alpena Township can review the data available for accuracy and gather data and location information (possibly using a GPS unit) pertaining to facilities along US 23 as well as photos of the facilities during the summer months. NEMCOG can also assist with this task.

Brochures

NEMCOG is developing brochures for each county highlighting features along US 23. Each brochure will contain a map of recreational sites on one side with detailed information on selected sites on the other side. The Harrisville brochure was passed around as an example. Presque Isle County met recently and has begun making changes to their map. The Alpena Team discussed the possibility of developing one larger-sized

brochure to highlight the route through the entire county as well as the City of Alpena and Ossineke and of developing 3 separate smaller brochures. The consensus was to work on one larger-sized brochure. The brochure could be either legal sized or 11" X 17". Denise Cline will work with it to see what works the best before the next meeting. Each Alpena Team member will email Denise ideas for what they feel should be placed on the map as well as what should be highlighted with more detailed information. It was noted that it will be important to include locations where tourism information is available such as the CVB office, the Marina, and Dunkin Donuts (and any other satellite information centers). Deb Pardike suggested that the brochure be developed with more general information so as not to go out of date. It would serve as a tool to entice people to go to the website.

US 23 Heritage Route Map

Denise Cline explained that, in addition to the brochures, an overall map was needed for the entire route. The team discussed the benefits and drawbacks to a large, fold-out map or the bound flip-type map made with heavy paper stock. Denise Cline will begin work on a bound flip-type map with recreational features highlighted.

Misc.

- Deb Pardike discussed the idea of creating themed tours to be placed on the website with different itineraries for tourists to follow. Possibly themes could be maritime, geology, history, and lumberjack/logging. Other themes could be developed as well. CDs could also be created to be played at each site as it is visited. Eric Cline brought up the idea of podcasts. It was noted that many of these ideas directly relate to the Maritime Heritage Trail concept discussed by Jeff Gray.
- Denise Cline informed the group that the Presque Isle County Team has shown an interest in developing a prototype for informational signage to be placed at specific sites along the route.
- Denise Cline informed the group that there will be a state-wide Heritage Route conference in Traverse City on September 23, 24, and 25. More information will follow. The group felt that it will be beneficial to see what other Heritage Routes are doing.

Next meeting: Wednesday, April 9, 2008 at 2:00 pm.

Meeting adjourned at 3:15 pm.