



## Alpena County Heritage Route Team Meeting Minutes

**Date:** 12-1-09

**Time:** 1:00 PM

**Location:** Alpena City Hall

**Present:** Greg Sundin (City of Alpena), Ken Gauthier (Sanborn Township), Lee Shirey (Target Alpena), Bev Bodem (Senator Stamas' Office), and Denise Cline (NEMCOG).

**WEBSITE:** MDOT has approved \$10,000 in funding for the development of the US 23 Heritage Route website. Denise Cline has already met with LIAA who will be developing the site. A general site could be ready to present to the Management Council for review within the next two months. It will be up to the county teams now to compile the information which will be included on the site. The team discussed several sources of history for Alpena County. Lee suggested looking at the Alpena News CU page for photos. Denise will compile lists of things to include on the site and the team members will review and make changes and suggestions to the list. Denise will email the team the authenticity guidelines from US 12 as an example of the types of things to include on the site. The team will discuss these guidelines at the next meeting.

**SCENIC BYWAYS GRANT FUNDING:** It was noted that the Management Council has directed Denise to begin drafting a Scenic Byways grant proposal which would include marketing and interpretive items as part of a cohesive marketing package for US 23. The team discussed possible items to include in such a proposal such as inventorying all assets along the route, website expansion, brochures, maps, kiosks, and podcasts. The team discussed the possibility of including funding for new signage in the proposal. It was noted that, with the signage plan being presented to MDOT, designing new signage might be premature. However, gateway signage might be considered for the grant proposal. The team also discussed whether TV and radio ads are an allowable expense for such a grant.

**ECO-TOURISM OPPORTUNITIES:** Denise updated the group on the various websites under development which NEMCOG is involved in and how they all fit together into a cohesive program. One component of this is the identification of eco-tourism opportunities in northeast Michigan. NEMCOG has developed a partnership with Georg Schluender of Michigan Outdoor Silent Sport Tours. Georg wishes to assist with the identification and development of eco-tourism opportunities in the region. Denise will work with Georg to incorporate eco-tourism into the US 23 Heritage Route website. It would be a good idea to invite him to a future Management Council meeting.

**BROCHURES:** The team discussed the brochures. It was suggested that the printing of the brochures be included as part of the Scenic Byways grant. Lee noted that Alpena County would likely not have any funds for printing due to severe budget constraints.

**US 23 PRODUCTS:** The team discussed partnering with local business to market products being made in Alpena County along with the US 23 identity. Suggestions included wine, maple syrup, candy, honey, apple farm products, and mugs.

It was noted that Ken Gauthier's and Greg Sundin's appointment to the Management Council need to be renewed by Alpena County.

**Next meeting:** Tuesday, January 5, 2010 at 1:00 pm. **Meeting adjourned at 2:15 pm.**