Welcome and Introductions (Jan Kellogg, NEMCOG)
- Cathy Green, TBNMS - Intro and welcome to TBNMS new G. L. Maritime Heritage Center
- Intro’s rest of attending members:
  Jeff Gray, TBNMS; David Borgeson, DNR Fisheries; Dan Mullen, DNR Parks & Recreation; Tom Ferguson, MI Sunrise Side Tourism Assoc.; Kammie Dennies, Presque Isle Co.; Mark Schuler, Presque Isle Co.; Deb Pardike, Alpena Co.; Bethany Styer, Alcona EDC; Dave Glen, MSUE; Norman Suverly, MSUE; Mary Ann Heideman, MSUE; Phil Alexander, MSUE; Jan Kellogg, NEMCOG; Mark Breederland, MSG; Don Scavia, MSG; Brandon Schroeder, MSG

Overview/Opportunity (facilitated by Jan Kellogg)
a) Great Lakes and natural resource assets of NE MI (a quick review by Jan Kellogg)
b) Status of NE Michigan tourism and economic development (Group discussion/review of existing projects/initiatives in NE MI):

1. Huron Greenways (connectivity) [Mary Ann Heideman]
   NE MI identity, rather than one specific site

2. US-23 Heritage Route (MI Heritage Route) [Tom Ferguson]
   Intended as “Sunrise Side Coastal Hwy”; 200 mile route; covers recreation, culture, & history along the route; focused on “keeping people on US-23
   concern: fractured communities

3. River Roads Scenic Byway (National Heritage Route) [Tom Ferguson]
   Evolved from US-23 Heritage Route; Connects north to south - communities similar - promote NE MI as a tourism destination (Economic Development)
   “Purpose to “Promote NE MI Regionally”
   Note: Impediments - Infrastructure, Signage, Interpretation

4. Positioning NE MI as Maritime Heritage Destination [Deb Pardike]
   MI Dept of History, Arts, and Libraries initiative; developing self guided tours focused on regional connections to develop tourism around Maritime Heritage; selling an “experience” based on a theme (such as Lighthouses theme in NE MI); Involved are:
5. Bike Trail - Harrisville State Park [Dan Mullen]
   Working to Establish Bike Trail - long term goal to connect Harrisville State Park to
   Sturgeon Point Lighthouse Park; DNR encouraging bike trails along US-23 Heritage
   Route (Rogers City, Oscoda, Alpena, & Alabaster Twp); currently has grant request in
   for engineering and planning of Harrisville Park project.

6. Ocqueoc Outdoor Center (Presque Isle County revitalization project)
   Redeveloping Ocqueoc Outdoor Center as a facility to draw groups to Presque Isle
   County – Elder Hostel, bike trips, kayak trips, 20-40 guided person tour

7. Presque Isle Community Vitality [Dave Glenn]

8. Sweetwater Trails [Phil Alexander]

9. NE MI Tourism Mapping Project [Tom Ferguson]
   Nature-based tourism – NCRI (NOAA/MSU) about 5 years ago? Report by Frank Fear
   & Joe Fridgen; MSU Extension facilitated; Group met for over 3 years; 36 people are
   trained as part of program

10. Planning around State Owned Parks/Property (i.e., Rockport, Negwegon, Thompson’s
    Harbor) [Dan Mullen, Deb Pardike, Mary Ann Heideman., others]

    **Rockport**
    To date there have been multiple planning processes by DNR
    No Action
    Local NE MI frustration
    80% of NE MI Nature Based Tourism by traveling families
    Rockport – “But if you are not a backpacker then can’t see nature based tourism”

    **DNR Authority [Mullen]**
    People’s Agency; not against restricting access
    How do you provide access?
    Political pull on East side isn’t as strong as west side
    East side DNR doesn’t have resources for Lake Huron
    Negwegon ex. Risk Mgt, Trails bad, etc.
Public Support and Access are necessary
DNR developing
  Hike in/ Camp In resource
  Kayak trail - camping
Bottom line DNR comes down to public pressure - with right local pressure DNR can do
Has to be done as region & group

Key is Enforcement of Protection for Sensitive Areas:
Having access and use generates some sort of “public/peer pressure” enforcement. But enforcement needs to be considered, too. Without can’t be sustainable.

People who use Negwegon now are low impact -- Kind of users we want

Thankful Negwegon not a cookie-cutter approach! …opportunities for alternative planning, but planning needs to be deliberate & strategic - slow, deliberate process
  1. 1st priority protect
  2. 2nd development plan
  3. 3rd finally action

DNR Parks - Developing comprehensive plans for all parks [Borgeson]
  DNR NLP Eco-team - part of plans involve community outreach; current & desired need; limited use; meshing plans (wildlife plans, biodiversity plans, etc.)

**Integrated Assessment: A tool for sustainable Natural Resource Planning**
(a) Anticipated Benefits *(Brandon Schroeder/Mark Breederland, MI Sea Grant)*
  - Intro to MI SG
  - Identified need in NE MI
  - IA as an opportunity

(b) Process, Planning, and Resources *(Don Scavia, MI Sea Grant Director)*

  - This process fits into:
    limited impact options
    protect resources
    increase/enhance access
  - IA Process
    can help identify/predict
    usage balanced against impacts

  - Socio-economic assessment critical
IA can help with this

**Value of Process:**
1. Partnership of state, local, federal combining resources
2. Science-based focus

**Roundtable Discussion (facilitator: Jan Kellogg)**

→ General comment: Sustainable is a key word

→ **Dave Glenn** comments:
   - need to be deliberate & strategic
   - Arguing for Tourism & Economic Development
   - Balancing use with quality of life (not overuse)
   - How do we create jobs & opportunities? …diversity of how to move forward - use to create jobs & industry in a new way (the other 10 months of the year!)
   - more of a blank slate (vs western lower michigan)
   - Recommends adding “Coastal Access and Coastal Resource Connectivity” to policy question

→ 4 season resources (resources thru all seasons)

→ Create community education / awareness factor
   - What’s Available? Why? Where?

→ **Local Leadership [Tom Ferguson]**
   - Formulate way to create community education/awareness
   - Social “development”
     - especially starting with kids they, too, become community leaders

→ **Sara Genshaw** - NE MI land use issues survey (MSUE pub)
   - Biggest land issue Identified was jobs

→ Excited about opportunities [Bethany Styer]
   1. To look regionally
   2. Utilize new technologies
   3. Tourism & economic development can come together
   - NE MI opportunities to do it

→ Need to evaluating people travel trends:
   1. Cars
   2. Rov’s
3. Boating

→ Considering access by those outside NE MI and other parts of region

→ *Phil Alexander* comments:
   1. Should we do this? …yes
   2. proposed amending policy statement

→ *Mark Schuler* comments:
   Need to find people to recruit to access
   Education important
   Building future stewards

→ *Tom Ferguson* comments:
   (1) NE MI doesn’t want to be like Traverse City or Grand Haven
   (2) 3 counties being considered are core *But* North & South are Portals into region

Scale - portals to bring folks into region

Key: Spent 15 years getting US-23 trying to think together…
    …Don’t want this to fragment this idea
    but doesn’t mean assessment can’t focus on 3 counties just need to make connections
    If take less than whole need to explain how fits with whole framed of the whole

→ *Mary Ann Heideman* comments:
   Shouldn’t forget “Visual Access” – don’t just focus on physical access.
   Who the user is but also *where* they are from
   Broadens scope to where users are coming from
   1. Out of region
   2. Out of state
   3. Also, tourists in our own back yard

→ Consider New Technologies

Questions about defining access
   Are we talking about natural resource recreation or families looking for History, Culture, family experience?
Questions about Aaccess@ for WHO?

- Need to look at DEMAND SIDE OF TOURSIM - MI BICYCLE LEAGUE? STATE KAYAK ASSOCIATION?
- Come for 1 hour story vs. hike for 1 hour - different groups!
- Who are users / what do they want / expect?
- Consider diverse users, such as: Shipwrecks & Lighthouses, Bicycles & Birders, Hunters & Anglers
- NOTE that Sunrise Side Tourism Association has studies that ID who comes to NE MI demographic profiles
  Shotgun & Pickups
  Family & Kids
  That’s customer but doesn’t define users

** Critical Roles for Sea Grant [Mary Ann Heideman]

- MI Sea Grant can be an intermediary - have the scientific trust of MDNR, speak / communications; promises made & kept
- locals have many horror stories local vs state
- Sea Grant research-based, wise use mission allows good intermediary role between DNR & local NE MI

** General Consensus that IA process/resources would be valuable

** DRAFT Policy Question [as revised by group discussion]

How can coastal access & connectivity be designed for sustainable tourism and economic development?

Next Steps [Don Scavia]

1. IA Question OK
2. MSG developing plan/scope of work
3. We (SG) get back to task force on:
   A. Plan for Process (Scope etc.)
   B. Resources available
   C. Get back in 2 - 3 months
4. Resource Summary right away
5. Presenting back to group Late fall/early winter (December/January)
APPENDIX

DRAFT Policy Question [as revised by group discussion]
How can coastal access & connectivity be designed for sustainable tourism and economic development?

Projects:
Huron Greenways Connectivity
Heritage Route
Sunrise Side Coastal Highway
  Recreation
  Culture
  History
River Road Scenic Highway
Lighthouse tour
  State history /arts / libraries
  self-guided tour
Bike Trail - Harrisville State Park
  Encourage all along US-23
  Grant Request for engineering & planning
P.I. County - Ocqueoc 2006 big year Nature Center
Elder Hostel
  Bike trips
  Kayak trips
  20-40 guided person tour
  Shoulder season

Others to be involved:
  Education
  Planning Policy
  Local County Government

Federal
  U.S.D.A. Forest Service
  Dept of Commerce
    - NOAA (SG, TBNMS)
  Dept of Interior
    - US Fish & Widllife Service, Michigan Islands National Wildlife Refuge
    - US National Park Service Rivers Trails & Conservation Assistance
State

MDOT
MD HAL
MDNR
  Various divisions
  State
  Regional
MDEQ CZM
MEDC Community Assistance Teams
Travel Michigan
State Legislators, other elected officials
Public Media (Alpena News)
  Helping to build stories
Historical Societies
  ie. Sturgeon Point Lighthouse
$
  GORDON BENNETT, PO BOX 125, BLACK RIVER, MI 48721;
  gfbiii@northland.lib.mi.us
Conservancy

User Groups

NGO’s - Birdwatchers, bicyclers, hunting/angling?