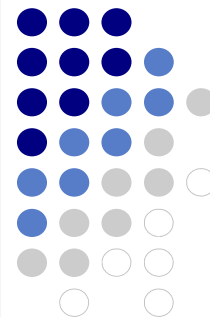
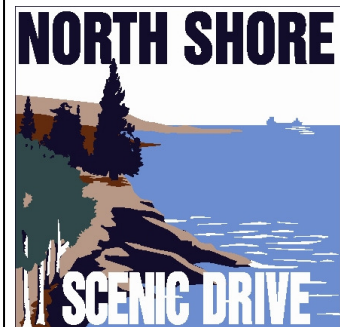


2010 Annual Work Program

The mission of the North Shore Scenic Drive Council is to cooperatively enhance the economic benefit of travel along Lake Superior's North Shore and improve the quality of the route, while preserving its cultural, social, and natural integrity.



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2010 Annual Work Program

Background

The North Shore Scenic Drive Council oversees the management of the North Shore Scenic Drive, designated as an All-American Road as part of the Federal Highway Administration's National Scenic Byway Program. The Arrowhead Regional Development Commission (ARDC) staffs the organization and provides monthly Council meeting facilitation. The Council operates generally on a budget of \$32,000 annually. These funds are from a combination of federal, state, and local sources. The Council consists of 10 members representing state and local governments, businesses, chambers, historical organizations and others. The NSSD Council meets on a monthly basis on the second Friday of each month.

NSSD Council's mission statement:

The mission of the North Shore Scenic Drive Council is to cooperatively enhance the economic benefit of travel along Lake Superior's North Shore and improve the quality of the route, while preserving its cultural, social, and natural integrity.

ARDC's Regional Planning Division houses the transportation team that staffs the Council.

2010 Work Program

This work program is based on in-depth strategic planning developed in the Fall of 2009. The following items were established as priority action items and will comprise the bulk of the Council's 2010 work plan. Each action is supported with specific supporting tasks as well as Council members who will take the lead.

Coordinate marketing efforts for the Byway.

- 1. Develop promotional items for resale and exposure.** The Council needs to raise money to support its efforts along the Byway. Mary Somnis and Frank Vecchio will work to develop materials for sale and a distribution/collections plan.
- 2. Develop and promote a collective story of the North Shore with a common theme.** The National Scenic Byway program was developed to share stories and to help build memories along special road corridors across America. It is important for the Council to develop and promote a North Shore story to enhance the traveler's experience along this unique Minnesota Road. Mel Sando will work to develop this story and will work with Somnis, Tim Campbell, and Vecchio to promote it.
- 3. Continue to provide an adequate supply of North Shore Scenic Drive brochures.** The NSSD Council will continue to invest in the North Shore Visitor. The Council will continue to seek funding through Explore Minnesota Tourism's Scenic Byways Grant Program.



2010 Annual Work Program

Be a catalyst for infrastructure improvement and development.

- 1. Demonstrate a way to manage a forest between a viewpoint and the lake.** The most important feature along the NSSD is Lake Superior. A delicate balance of vegetation between the road and the Lake must exist to prevent erosion. The traveler enjoys seeing the Lake at every possible point. The Council will work with Mn/DOT to develop a plan to manage vegetation along the NSSD.
- 2. Monitor opportunities for a gateway interpretive center on the western end of the Byway.** A Byway welcome center for visitors is needed. Anderson will work with Council members to build on opportunities that become available.
- 3. Develop overall connectivity system between trail systems, the highway, and the lake.** A plan needs to be developed to connect trail users with amenities along the NSSD. The Council will work on developing a trails connections plan.
- 4. Add value to existing pull-off areas by adding information kiosks, maps, etc.** With 62 pull off areas along the NSSD it is important that these sites are in good condition and maintained before the Council considers adding additional stopping opportunities along the Byway. Anderson will work with the Council to inventory these sites and make recommendations for improvements.
- 5. Update the NSSD Corridor Management Plan.** The NSSD Corridor Management Plan needs to be updated to reflect recent strategic planning efforts. The plan will be used as a guide for long term planning.

Work with other entities toward our goals and vision.

- 1. Indicate the importance of the Byway to Mn/DOT.** Mn/DOT is the agency in charge of maintaining the NSSD. It is extremely important that all projects along the Byway are clearly communicated to Mn/DOT. The Council will work with Mn/DOT to keep them informed of projects occurring along the route.
- 2. Connect and communicate regularly with all local units of government along the Byway.** It is important for Council members to keep their respective organizations informed on NSSD happenings. Anderson, at the request of the Council, will make presentations to organizations along the shore to keep them informed about projects programmed or under construction along the Byway.

Establish the North Shore Scenic Drive Council as a self-sufficient entity.

- 1. Develop a network of fundraising within the North Shore communities.** It is important to gain more financial independence from government funding sources. Local funding or a way to raise funds outside of government is needed. The Council will develop a financial plan.
- 2. Continue to publish a quarterly community newsletter and distribute it to all the businesses on the North Shore.** Anderson will draft newsletters with help from Council members.



2010 Annual Work Program

3. **Maintain a dynamic North Shore Scenic Drive Council with a cross section of interests, agencies, and organizations along the North Shore.**

Infrastructure

1. **Cairn sign construction.** Secure funding for the second phase of cairn construction.
2. **Beaver Bay Trail Head Facility.** Work with the City of Beaver Bay and Lake County to secure funding for the construction of the \$500,000 facility.
3. **Split Rock River Design Project.** This project was funded with FY 2009 Scenic Byway funding and will be constructed in 2010. The Council will hold a celebration with the Moon family once the project is complete.
4. **Byway project review policy.** The Council will develop a policy on how Byway projects should be ranked before they are sent to the Minnesota State Scenic Byways Commission.

Measurably improve the scenic qualities of the Byway.

1. **Finalize the All-American designation for the entire Byway between Duluth and Grand Portage.** The only stipulation with Federal designation is that all off site advertising is prohibited. The Council will work with the cities of Beaver Bay, Silver Bay, and Grand Marais on banning billboards along the NSSD.
2. **Work with the North Shore Management Board (NSMB) to identify and preserve scenic views.** Anderson is a member of the NSMB Technical Advisory Committee and will attend quarterly meetings to coordinate efforts between the Council and the NSMB.
3. **View shed Analysis and Inventory.** Build upon the NSMB view shed study to determine view shed protection measures.



2010 Annual Work Program

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2010 Sponsors

Federal Highway Administration
Grand Portage Lodge and Casino
Grand Marais Area Tourism Association
America's North Coast
Two Harbors Tourism Bureau
Visit Duluth
Arrowhead Regional Development Commission



2010 Annual Work Program

2010 NSSD Council Board of Directors

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(Term; Expiration Year)
Board Members: 10