

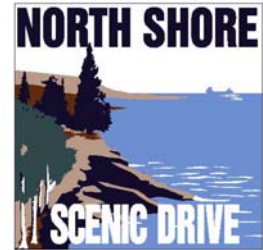
---

# North Shore Scenic Drive Council

January 12, 2007

Superior National Forest Headquarters, Duluth

---



*“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.”*

## MEETING SUMMARY

### COMMITTEE ATTENDEES:

Bryan Anderson, ARDC  
Bonnie Hundrieser, AB Resource Center  
Jim Johnson, Cook County  
Rick Tokarczyk, Lake County Historical  
Andrew Slade, Sugarloaf  
Any Woodrick, Odyssey Development

Gordy Anderson, Two Harbors Chamber  
Todd Campbell, Mn/DOT  
Dan Roth, DNR Split Rock Lighthouse  
Diane Brostrom, GMATA  
Duane Lula, Superior National Forest  
Tim Campbell, Explore MN Tourism

### OTHER ATTENDEES:

Barb Soderberg, Superior National Forest  
Pam Brown, Superior National Forest

### Welcome/Announcements

Dan Roth called the meeting to order at 10:05.

Introductions were made by all attendees.

Two additions were made to the agenda. Jim Johnson asked for time to discuss the LED sign at Culvers in Two Harbors and survey markers along the NSSD. Duane Lula asked for time to talk about a best practice workshop.

*Tim Campbell motioned to approve the November meeting summary, seconded by Jim Johnson.  
-The motion carried.*

### Scenic Byways Commission

Bryan Anderson mentioned that the Scenic Byways Commission responded to the Council’s memorandum of understanding regarding the cairn signs. In April the NSSD Council sent a letter to the State Scenic Byways Commission asking them to rank the Council’s FY 2007 Scenic Byways application favorably because of federal funding delays with the FY 2005 and FY 2006 funding. The Scenic Byways Commission noted in their response to the Council that “After significant discussion, the Commission members decided to not make a formal commitment regarding the project application before they had seen this and the other FY 2007 project applications”. Several Council members voiced their disappointment regarding the letter.

## **NSSD Website**

Anderson gave an overview of the NSSD Council website [www.arrowheadplanning.org](http://www.arrowheadplanning.org). This site will be used to post information relevant for NSSD Council members and those interested in the work of the Council. Anderson mentioned that updating the site is easy and took input from Council members on what they would like to see added. Tim Campbell mentioned that we should have a links section. Links to Explore MN Tourism, National Scenic Byways Program, and Superiorbyways.com will be added to the site.

## **Strategic Planning**

Campbell led the strategic planning session and notes associated with the planning session are attached.

The NSSD Council was unable to finish the strategic planning session due to time restraints. The February 9<sup>th</sup> meeting will consist of finishing this planning.

## **Other:**

Johnson questioned if there was going to be a pink survey flag on every mile marker along the NSSD. Todd Campbell will check to see why pink flags are being used and report back to the Council in February.

Johnson also mentioned that the Culvers sign in Two Harbors is quite intense and wondered if the Scenic Byways designation prohibited these types of LED signs. Anderson noted that it is an on premise sign and meets the requirements of the Two Harbors sign ordinance.

Duane Lula mentioned that there will be a best practices workshop on April 11-12<sup>th</sup> to get people in recreation and tourism talking. Lula will provide more details closer to the date.

Andrew Slade mentioned that he would like Todd Campbell to look into whether or not Mn/DOT is chemically spraying the Lupine along the NSSD.

## **Next Meeting**

The next meeting of the NSSD Council will be February 9<sup>th</sup> at 10:00 AM at Caribou Highlands.

*Johnson motioned to adjourn the meeting at 12:14, the motion was seconded by Slade. The motion carried.*

**North Shore Scenic Drive  
Strategic Plan  
Supplemental Notes**  
Developed Friday, January 12, 2007

**Methodology for Vision Statements**

The members of the North Shore Scenic Drive Council, as individuals, described their visions of the desired future of the North Shore Scenic Drive. Using a general agreement generating process, these individual ideas were synthesized into a series of **Vision Statements**. The items in **bold** represent those **Vision Statements**. The individual items that follow each **Vision Statement** are the specific individual ideas articulated, from which that **Vision Statement** was derived. It is important to note that there is not necessarily agreement on the individual ideas, but rather on the **Vision Statements**. Neither was there necessarily disagreement on any individual idea. Individual ideas were not debated. The **Vision Statements** and the individual ideas under each one are in no particular order and do not represent a priority ranking.

All **Vision Statements** are considered equally important. However, if one wishes to determine some level of priority or weight of importance, the number of individual ideas that went into the formulation of a specific **Vision Statement** can give some indication of the relative importance to the group, because more ideas were generated that fit into that **Vision Statement**. A word of caution, however, some of the **Vision Statements** that have few individual ideas under them may under represent the true feelings of the group. There may have been many who had written down that idea, but it only went on the board one time. *In this particular case, because of the unclear instructions given the group by the facilitator, there was very little brought up about the organization of the Council itself. Normally, there would be more of this, and we will try to bring this out more during the "Goals" phase of this planning process.*

**Long Range Vision**

**The North Shore Scenic Drive Council will be a stand alone organization.**

- The North Shore Scenic Drive Council will be a stand alone organization.

**There will be an integrated look to all way finding.**

- Every parking area color coded to indicate the duration of parking allowed and signed to show what recreational opportunities there are within a ten mile radius.
- A traveler actually knows they are on a byway with cairn and other forms of signage having a common, family look.
- High quality signs (with a commonality of design) and facilities.
- Way showing system that shows themes (e.g., historical sites, scenic views) that is easy for the visitor to use.
- Many ways of getting from hiking, biking, and ski trails to the lake without crossing the highway at grade.

- Safe road with easy flow for tourists, locals, and commercial traffic.
- Existing infrastructure will be well maintained.
- Explore the potential for alternative transportation modes.

**The scenic qualities of the North Shore Scenic Drive will be enhanced and well maintained.**

- Preserve the natural integrity of the byway.
- Views of the lake at every possible spot.
- Fewer deer and geese. Fewer poplar and dead birch. More pine and cedar.
- Very little commercial signage.
- Lots of weed trees removed (with a plan to keep them down) to open viewsheds.
- Private landowners in the viewshed have gladly (or even willingly or grudgingly) put in scenic easements on their property.

**Story telling of the North Shore Scenic Drive messages will be effective and coordinated.**

- Travelers recognize the North Shore Scenic Drive as an All-American Road (and know what that means) and as part of a larger collection of byways.
- Gateway interpretive center at the edge of Duluth.
- Towns and communities that excite and intrigue travelers.
- Successfully tell the cultural and historical story of the area.
- Pull-offs with public bathrooms, picnic tables, and interpretive/informational kiosks.
- Coordinated visitor information system – web site, info centers, print materials.
- Businesses are welcoming and great ambassadors to their area.
- A sign as you get on the byway that we are the first integrated byway incorporating GPS technology for way finding, information, and interpretation.
- Community coordinator for every community who would “bring the byway to the community.”

**The resources and infrastructure of the North Shore Scenic Drive will be integrated.**

- More pull-offs and places where people can enjoy the vistas.
- Inter-connected and utilized trail system.
- Bicycle path along the entire length of the byway.
- Trailhead center with a focus on the byway.
- Pull-offs with public bathrooms, picnic tables, and interpretive/informational kiosks.
- Well marketed trail system in conjunction with scenic byway.
- Adequate places to get down to the lake and touch it.

**There will be a unified delivery system for everything along the North Shore Scenic Drive.**

- Sharing of programs and program delivery between various entities (public and private) to unify the delivery, develop inter-agency relationships, and give the traveler a better, more coordinated product.

## Obstacles, Barriers and Challenges

After crafting the Long Range Vision, the group discussed some obstacles, barriers, and challenges to reaching the vision. This process was undertaken to examine some of the things the North Shore Scenic Drive Council may need to address in order to achieve its vision. There was no debate on any of the individual items, but if an item is an obstacle, barrier or challenge to even one person, then it is important to address. Some of the following items may be more difficult to overcome than others. Some are simply “there” and cannot be overcome, but must be dealt with.

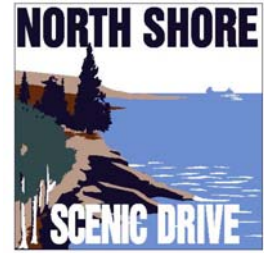
- Funding.
- Different interests.
- Pressures of development
- Lots of different priorities.
- Relationships.
- Work is being done by busy volunteers.
- Communication.
- Public agency programs of work are already established (e.g., MNDOT long term plans)
- Lack of community awareness.
- Government vs. private sector. Government vs. government. Private sector vs. private sector.
- Lack of community support.
- Educating communities.
- Onerous grant application process.
- Time
- Increase in commercial truck traffic.
- Lack of cohesive coordination.
- Focused strategy and workplan.
- Not enough private sector participation on the Council.
- Trust between communities.
- Political aspects (e.g., the Council doesn't own the road).

---

# North Shore Scenic Drive Council

February 9, 2007  
Caribou Highlands, Lutsen

---



*“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.”*

## MEETING SUMMARY

### COMMITTEE ATTENDEES:

Bryan Anderson, ARDC	Mary Somnis, Iron Range Resources
Ben VanTassel, ARDC	Frank Vecchio, Grand Portage
Jim Johnson, Cook County	Dan Roth, DNR Split Rock Lighthouse
Rick Tokarczyk, Lake County Historical	Bruce Martinson, Cook County
Andrew Slade, Sugarloaf	Duane Lula, Superior National Forest
Andy Woodrick, Odyssey Development	Tim Campbell, Explore MN Tourism
Mark Conley, US Forest Service	

### OTHER ATTENDEES:

#### **Welcome/Announcements**

Mary Somnis called the meeting to order at 10:05.

Introductions were made by all attendees.

*Tim Campbell motioned to approve the January 12th meeting summary, seconded by Dan Roth.  
-The motion carried.*

#### **Nominations of Chair and Vice Chair**

Bryan Anderson noted that the NSSD Council should have held elections at the January meeting according to the NSSD Council operating procedures.

*Campbell nominated Somnis for Chair of the NSSD Council and Dan Roth for Vice Chair. The motion was seconded by Mark Conley.  
-The motion carried.*

#### **Scenic Byways Grant Applications**

Anderson gave an overview of the two grant applications that ARDC is submitting on behalf of the NSSD Council.

The first grant application is for \$25,600 for continued staff support to the NSSD Council. This application is specifically tied to completion of two projects along the NSSD. First, ARDC will work to plan for and implement NSSD Kiosk/ wayside information project. This project will inventory all 62 waysides along the NSSD and determine what information should be placed at the site and what improvements could be made. Cost estimates would be developed and funding sought for implementation. The second piece of this application is continuing to work with Lake County and Beaver Bay to construct the Beaver Bay Trail Head Facility.

The second grant application is for \$105,000 and will construct six rock cairn signs along the NSSD. Locations include Lester River, Two Harbors, Beaver Bay, Sugarloaf, Grand Marais, and Grand Portage.

Anderson noted that he is seeking letters of support for these projects and will need them by February 15<sup>th</sup>.

### **Strategic Planning**

Campbell led the strategic planning session and notes associated with the planning session are attached.

### **Other:**

Duane Lula mentioned that there will be a best practices workshop on April 10<sup>th</sup> and 11<sup>th</sup> at Grand Superior Lodge. Lula will provide more information prior to the workshop.

Somnis mentioned that the Superior Hiking Trail is seeking new board members and passed out contact information to those interested.

Somnis mentioned that the Lake Superior North Shore Association will be meeting on March 21<sup>st</sup> at 10:30 at Grand Superior Lodge. This will be an opportunity to talk to this organization about partnership opportunities.

### **Next Meeting**

The next meeting of the NSSD Council will be April 13<sup>th</sup> at Grand Portage. For those wishing to spend the night at the lodge on April 12<sup>th</sup> contact Frank Vecchio for a special \$40 rate. Vecchio can be reached at 807-624-2043.

The regional tourism summit will be held March 9<sup>th</sup> at Fortune Bay. Somnis encouraged all NSSD council members to attend this meeting as it will be held in lieu of the normal NSSD Council meeting.

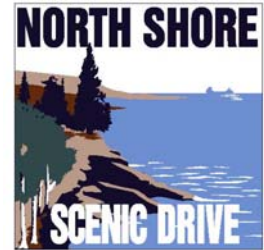
*The meeting adjourned at 12:35*

---

# North Shore Scenic Drive Council

April 13, 2007  
Grand Portage Lodge

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Bryan Anderson, ARDC	Mary Somnis, Iron Range Resources
Todd Campbell, Mn/DOT	Frank Vecchio, Grand Portage
Bruce Martinson, Cook County	Dan Roth, DNR Split Rock Lighthouse
Andy Woodrick, Odyssey Development	John Edman, Explore MN Tourism
Tim Mitchell, Federal Highways	Steven Baublitz, Mn/DOT
Jim Pederson, MN Historical Society	Duane Hill, Mn/DOT
Robin Valento, Mn/DOT	Holly Slagle, Mn/DOT
Mark Anderson, Mn/DOT	

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:05 AM.

Introductions were made by all attendees.

*Andy Woodrick motioned to approve the February 9th meeting summary, seconded by Frank Vecchio. -The motion carried.*

### Offsite Advertising Discussion

Bryan Anderson has plotted the possible locations for offsite advertising along the NSSD. Anderson noted that offsite advertising is permitted on all commercial and industrial properties along the Byway in Cook County. According to zoning information and spacing requirements there are 81 possible offsite advertising locations in Schroeder Township, 37 in Tofte Township, 89 in Lutsen, 12 in the Croftville area, and 15 in Hovland.

Anderson mentioned that the one year billboard moratorium in Cook County expired March 1<sup>st</sup> 2007 and Bruce Martinson indicated that there is a meeting on April 24<sup>th</sup> to talk about extending the moratorium another six months while a committee works to amend the sign ordinance. Martinson will keep the Council up to date on upcoming meetings and will notify Anderson if more Byway input is needed or presentations need to be made.

## **Annual Work Plan**

Anderson presented the annual work plan to the Council. The work plan has been divided into six categories which include coordinating marketing efforts, infrastructure improvement and development, working with others, becoming self-sufficient, infrastructure/construction, and improvement of scenic qualities.

Anderson also noted that the FY 2007 Scenic Byway Grant applications (cairn signs and corridor management plan implementation funds) were recommended for funding at the state level and move to Federal Highways for final approval. The Split Rock River Design Project was also recommended for funding and is waiting final approval from the National Oceanic and Atmospheric Association.

*Dan Roth motioned to approve the FY 2008 Work Plan, seconded by Vecchio. The motion carried.*

## **Vegetation Management**

Duane Hill gave an overview of vegetation management along the NSSD. Hill mentioned that Mn/DOT is working hard to balance safety and scenery along the corridor. Hill noted that Mn/DOT is looking for ways to reduce the use of chemicals to treat the road surface. One way to do this is to remove vegetation along the road blocking sunlight from reaching the pavement and naturally melting ice and snow.

Hill mentioned that Mn/DOT would like to work with the NSSD Council to develop some principles which would help Mn/DOT balance the need for increased safety versus scenery. Roth mentioned that he would like to work with Mn/DOT in developing these principles and will collect some completed vegetation management plans from the region. Tim Mitchell mentioned that this issue effects all Byways in the state and the possibility exists to develop something for statewide use and encouraged Mn/DOT and the NSSD Council to look at something that could be used regionally or statewide. Somnis ended the conversation mentioning that she was confident that this meeting was good beginnings of beneficial relationships. Somnis thanked Mn/DOT for attending the meeting and listening to the citizens concerns.

## **Other:**

Mark Anderson noted that the tentative date for the Minnesota Scenic Byways Workshop is October 30-31 in Stillwater.

## **Next Meeting**

The June 8<sup>th</sup> NSSD Council meeting will focus on partnership opportunities with the Lake Superior North Shore Association. LSNSA Board members will be invited to the meeting.

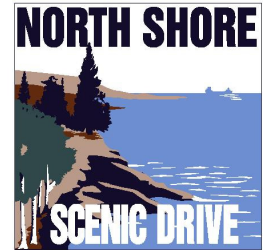
*Woodrick motioned to adjourn at 11:38 AM, seconded by Roth. The motion carried.*

---

# North Shore Scenic Drive Council

June 8, 2007  
Two Harbors Chamber of Commerce

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Bryan Anderson, ARDC	Mary Somnis, Iron Range Resources
Candice Norrell, Visit Duluth	Frank Vecchio, Grand Portage
Gene Shaw, Visit Duluth	Dan Roth, DNR Split Rock Lighthouse
Andy Woodrick, Odyssey Development	Andrew Slade, Sugarloaf
Pat Collins, DNR Coastal Program	Jim Johnson, Cook County
Susan Berg, LSNSA	John Bathke, Resident
Beth Sullivan, Business Owner	
Diane Brostrom, GMATA	

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:03 AM.

Introductions were made by all attendees.

*Tim Campbell motioned to approve the April 13th meeting summary, seconded by Dan Roth.  
-The motion carried.*

### Partnership Opportunities

Mary Somnis opened the discussion by explaining how the NSSD Council operates through the Arrowhead Regional Development Commission (ARDC). ARDC is the fiscal agent and provides staffing to the Council. The Council is not a formed non-profit and operates generally on Federal grant sources.

Susan Berg gave an overview of the Lake Superior North Shore Association (LSNSA). The LSNSA publishes the Guide to Lake Superior’s North Shore. The Association has been in existence since 1935 and has published the guide annually since then. The LSNSA has seen a decrease in membership and it has been difficult getting a quorum at quarterly meetings.

The missions of the two organizations are complementary and a merger between the two was discussed. Somnis mentioned that selling ad space in the LSNSA guide needs to be a financial

generator and the two organizations need to make enough to publish the guide and match the Federal Corridor Management Implementation grant funds.

Some differences between the organizations that would need to be worked out if a merger took place would include, the Association includes Canada's North Shore and the NSSD stops at the border, and the LSNSA has had rough financial times and membership is declining.

Anderson mentioned that if the two organizations merged that one new non-profit should be set up rather than merging with the LSNSA. Anderson also mentioned that the non-profit could be regional in scope and could be called the NE Minnesota Trails and Byways center. This would allow funds to pass through for all Byways in NE Minnesota. Anderson noted that the non-profit could contract with ARDC for staffing and financial services.

Somnis asked for a consensus of members to move forward with the creation of a new non-profit. Consensus was given and Somnis called for volunteers to help put together details about the possibility of merging. Those who volunteered include Tim Campbell, John Bathke, Andy Woodrick, and Mary Somnis from the Council and Frank Vecchio, Beth Sullivan, and Berg from the LSNSA. The Committee will meet before the July 13<sup>th</sup> NSSD Council meeting and will give a report at the meeting.

### **Working Committees**

Anderson gave an overview of the working committees. The Committees include:

*Byway Conference Committee* – have not met yet will meet soon and will report back to the Council in August.

Mary Somnis  
Bryan Anderson  
Mark Conley

*Promotion Items Committee*-will report to the Council in August

Mary Somnis  
Frank Vecchio

*Webisode Committee*- will report to the Council in August

Dan Roth  
Tim Campbell  
Mary Somnis

*Collective NSSD Byway Story* –will report to the Council in August

Rick Tokarczyk  
Mary Somnis  
Frank Vecchio  
Tim Campbell

*Trails Connectivity Committee* –ongoing reports

Duane Lula  
Dan Roth  
Mark Conley  
Bryan Anderson

*Fundraising Committee-* will report to the Council in August

Tim Campbell  
Mary Somnis  
Dan Roth  
Frank Vecchio  
Bryan Anderson

**Other:**

Anderson gave an overview of the National Scenic Byways Conference.

The tentative date for the Minnesota Scenic Byways Workshop is October 30-31 in Stillwater.

The NSSD newsletter will be distributed July 9<sup>th</sup>. Suggestions for articles were given.

A six month moratorium on billboards in Cook County was passed and a letter to the County Board will be drafted stating the Council's intent to eliminate gaps along the Byway. Anderson will work to redefine the gapped areas.

A \$12,500 match needs to be raised to match our 2008 Corridor Management Plan Implementation grant.

**Next Meeting**

The next meeting of the NSSD Council is July 13<sup>th</sup> and will be held at Spilt Rock State Park. A picnic lunch and lighthouse tour will follow the meeting.

*Bathke motioned to adjourn at 11:38 AM, seconded by Gene Shaw. The motion carried.*

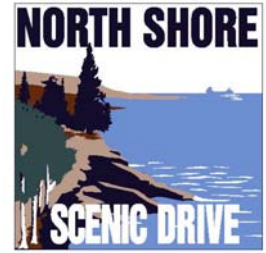
---

# North Shore Scenic Drive Council

July 13, 2007

Split Rock Lighthouse State Park

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Bryan Anderson, ARDC  
Pat Kelly, Silver Bay Area Tourism  
Gene Shaw, Visit Duluth  
Andy Woodrick, Odyssey Development  
Jim Johnson, Cook County  
Paul Bergman, Lake County

Mary Somnis, Iron Range Resources  
Rick Tokarczyk, Lake County Historical  
Dan Roth, DNR Split Rock Lighthouse  
Andrew Slade, Sugarloaf  
Sally Nankivell, LTTA  
Ben VanTassel, ARDC

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:05 AM.

Introductions were made by all attendees.

*Gene Shaw motioned to approve the June 8th meeting summary, seconded by Dan Roth.  
-The motion carried.*

### National Scenic and Historic Trails Conference

Bryan Anderson gave an overview of the National Scenic and Historic Trails Conference. The conference will be held in Duluth September 7-11<sup>th</sup>. Registration information for the conference can be found at [www.nationaltrailspartnership.org](http://www.nationaltrailspartnership.org). Several NSSD Council members will be speakers at the conference and plan to assist on the mobile workshops. All Council members were encouraged to attend this conference.

### Community Billboard Gaps

Anderson mentioned that Cook County adopted a sign ordinance amendment for Lutsen Township in July 2005. This amendment prohibits off-site advertising in Lutsen Township. Anderson wrote a letter to the Scenic Byways Commission asking them to remove the gap through Lutsen Township. The Commission meets next in September and this topic will be on their agenda for consideration.

Anderson mentioned that the North Shore Management Board (NSMB) has completed a study identifying boundaries around the Schroeder and Tofte communities. Anderson explained that “gaps” are areas where billboards and off-site advertising are permitted and therefore these areas are not formally recognized as part of the Byways program. Anderson mentioned that it wasn’t the intent originally to have the entire township of Schroeder and Tofte gapped. It was the intent to have the community areas of Schroeder and Tofte gapped but there is no way to interpret where these communities are and it was determined by the Mn/DOT attorney’s office that the entire township be gapped. With the NSMB redefining the Schroeder community and the Tofte Community it was Anderson’s recommendation that the NSSD Council approach the Scenic Byways Commission to ask them to consider narrowing the gaps to the NSMB community boundaries.

Andrew Slade mentioned that the NSSD Council should consider having the entire Byway free of gaps and that the NSSD Council should ask the Cook County Board to prohibit off-site advertising along the NSSD. Slade motioned to have a letter sent asking Cook County to prohibit off-site advertising county-wide. The motion was seconded by Rick Tokarczyk. The motion carried. Anderson will draft and send the letter to the County.

### **Gunflint Trail Designation**

Jim Johnson gave an overview of the Gunflint Trail and the fire recovery efforts. Johnson mentioned that the Gunflint Trail Association will be applying for National Byway status during the next round of designations. Johnson motioned that a letter of support for the Gunflint Trail becoming a National Scenic Byway be sent. The motion was seconded by Gene Shaw-motion carried.

### **Working Committees**

Anderson gave an overview of the working committees. The Committees include:

*Byway Conference Committee* – have not met yet will meet soon and will report back to the Council in August.

Mary Somnis  
Bryan Anderson  
Mark Conley

#### *Non-profit Committee*

Mary Somnis	Andy Woodrick
Tim Campbell	Frank Vecchio (LSNSA)
Andrew Slade	Susan Berg (LSNSA)
John Bathke	Beth Sullivan (LSNSA)

*Promotion Items Committee*-will report to the Council in August

Mary Somnis  
Frank Vecchio

*Webisode Committee*- will report to the Council in August

Dan Roth  
Tim Campbell  
Mary Somnis

*Collective NSSD Byway Story* –will report to the Council in August

Rick Tokarczyk  
Mary Somnis  
Frank Vecchio  
Tim Campbell

*Trails Connectivity Committee* –ongoing reports

Duane Lula  
Dan Roth  
Mark Conley  
Bryan Anderson

*Fundraising Committee*- will report to the Council in August

Tim Campbell  
Mary Somnis  
Dan Roth  
Frank Vecchio  
Bryan Anderson

### **NSMB Viewshed Project**

Ben VanTassel provided the NSSD Council with an update on the viewshed project. The NSMB received a Coastal grant to obtain data on the ridgeline and viewsheds along the NSSD. The project is complete and a database contains information on where the ridgeline can be seen from the NSSD and at what angles. This information will be give to each county for input into their zoning and code requirements. VanTassel mentioned that he would give a more detailed overview of the project at a future NSSD Council meeting.

### **Other Business**

Johnson mentioned that the Kadunce River Pull-off is in need of a toilet facility. Johnson asked the Council to think of how a facility could be placed at this location. This topic will be discussed more in depth at a future NSSD Council meeting.

The next NSSD Council meeting will be on August 10<sup>th</sup> in the Tofte area.

The meeting adjourned at 11:15. A tour of Spilt Rock Lighthouse was given.

*Fundraising Committee*- will report to the Council in August

Tim Campbell

Mary Somnis

Dan Roth

Frank Vecchio

Bryan Anderson

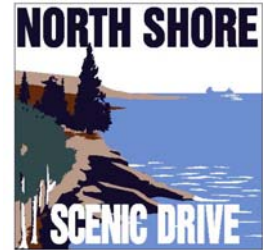
---

# North Shore Scenic Drive Council

August 10, 2007

Tofte

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Bryan Anderson, ARDC	John Bathke, Resident
Todd Campbell, MnDOT	Rick Tokarczyk, Lake County Historical
Frank Vecchio, Grand Portage	Dan Roth, DNR Split Rock Lighthouse
Carrie McHugh, NS Commercial Fishing M	Mark Conley, USFS, AB Resource Center
Sally Nankivell, LTTA	Duane Lula, Superior National Forest
Paul Bergman, Lake County	Tim Campbell, Explore MN Tourism

### Welcome/Announcements

Dan Roth called the meeting to order at 10:03 AM.

Introductions were made by all attendees.

*Tim Campbell motioned to approve the July 13th meeting summary, seconded by Frank Vecchio.  
-The motion carried.*

### Off-site Advertising

Bryan Anderson sent a letter to the Cook County Board of Directors asking them to consider prohibiting off-site advertising. The letter was sent August 6th and was a directive of a NSSD Council motion on July 13<sup>th</sup>. Anderson noted that Cook County will be reviewing their sign ordinance the Fall and the letter was a reminder that the NSSD has gaps in the Byway designation and action needs to be taken to remove these gaps.

Todd Campbell mentioned that the Federal Highways Administration has directed the Minnesota Department of Transportation (MnDOT) to stop issuing off-site advertising permits until the “gapping” problem is resolved.

Todd Campbell gave an overview of MnDOT’s specific service signing program. Businesses that qualify to have a blue sign include resorts, motels, restaurants, campgrounds, places of worship, gas stations, rural agricultural businesses, and tourist related businesses. Businesses must not be readily

visible from the highway. Businesses must pay \$300 for the sign and agree to keep it maintained. More information including other requirements can be found at <http://www.dot.state.mn.us/trafficeng/otepubl/tem/Chap-6-2004.pdf> beginning on page 6-42.

Duane Lula asked Campbell if MnDOT would remove the two Forest Service scenic byway signs along the road. One sign is near the Superior National Forest cairn sign in Tofte signing the northbound lane. The other sign is north of Grand Marais signing the southbound lane. Lula said that these signs are faded and add confusion to the byway traveler. Campbell said he would look into having the signs removed.

## **Non-Profit Overview**

Anderson gave an overview of the non-profit committee recommendations. The NSSD Council is a grass routes Byway organization and is looking to form into a legal entity. The Lake Superior North Shore Association (LSNSA) publishes the Blue Brochure and is a formed 501C6. LSNSA membership has been declining and the LSNSA is interested in merging with the NSSD Council. The committee discussed the importance of forming a new non-profit rather than the NSSD Council merging with the LSNSA under their non-profit status. The LSNSA has had financial struggles and the committee thought it would be easier to create a new non-profit rather than change the mission, name, and focus of the LSNSA.

Anderson mentioned that if the two organizations become one new non-profit the LSNSA's information booth at the Lester River would cease to exist. The NSSD Council has no intention of owning and maintaining the information center do to the cost, liability, and time commitment. The committee discussed if the LSNSA even actually owns the information center.

The LSNSA assets include the Blue Brochure and an associated website lakesuperiordrive.com. A formal agreement would need to be set up to have the LSNSA sell the brochure and website to the NSSD Council for \$1.00.

After discussion on all possible options the Committee recommends the NSSD Council that the Council pursue 501C6 in conjunction with the LSNSA. If the LSNSA membership doesn't vote in favor of moving forward with the NSSD Council the Council will move forward on its own. *John Bathke motioned for the NSSD Council to move forward with pursuing 501C6 status. The motion was seconded by Paul Bergman. – The motion carried.*

The committee discussed funding of the organization. The discussion focused on the importance of strong business partnerships and memberships. Many partnerships have been formed but the need for a growing membership base will be extremely important with fewer federal dollars in the future. The main funding stream currently is advertising in the blue brochure, federal project funds, Iron Range Resources, and local chambers and tourism organizations.

## **Working Committees**

Vecchio presented the Council with several promotional items that the NSSD could sell and use for giveaways to raise money. Vecchio mentioned that a \$5,000 investment in start up would need to be made and that Grand Portage may consider helping the Council obtain some of these funds. Tim Campbell thanked Vecchio on behalf of the Council for his promotional ideas and offer of assistance.

Rick Tokarczyk gave an overview of what he is developing for the collective byways story. Tokarczyk has reviewed the Interpretive Plan and is considering three themes that can be continual up the shore. Tokarczyk is continuing his work and will give a more detailed update at a future meeting.

Tim Campbell mentioned that Explore Minnesota Tourism (EMT) grant program changed this year to allow grant funds to be used on existing advertising. The NSSD should consider applying and using the funds towards the "Blue Brochure". *Bathke motioned that the NSSD Council ask the Lutsen Tofte Tourism Association to submit the EMT grant on the Council's behalf. The motion was seconded by Bergman. -The motion carried.*

Anderson mentioned that ARDC is working with Grand Portage to complete a trails plan. Grand Portage will use this plan to apply for Enhancement funding this fall. The trail system will ultimately connect the lodge and casino to the c-store, national monument, tribal council building, and the school.

### **Other Business**

Mark Conley mentioned that Rob Draper the head of the Byways program with Federal Highway Administration has retired. Gary Jensen is his replacement.

Conley encouraged all Council members to attend the National Scenic and Historic Trails Conference in Duluth on September 7-11. More information can be found at:

[http://www.nationaltrailspartnership.org/07\\_conf.asp](http://www.nationaltrailspartnership.org/07_conf.asp)

The next NSSD Council meeting will be on September 14th.

Tim Campbell motioned to adjourn the meeting at 11:32. The motion was seconded by Bathke. –The motion carried. A tour of the North Shore Commercial Fishing Museum was given.

*Fundraising Committee*- will report to the Council in August

Tim Campbell

Mary Somnis

Dan Roth

Frank Vecchio

Bryan Anderson

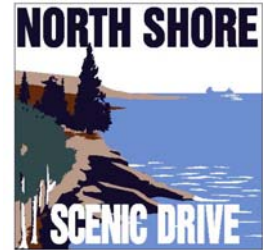
---

# North Shore Scenic Drive Council

September 14, 2007

America's Byways Resource Center

---



*"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."*

## MEETING SUMMARY

### ATTENDEES:

Bryan Anderson, ARDC  
Todd Campbell, MnDOT  
Mark Anderson, Mn/DOT  
Duane Lula, Superior National Forest  
Mary Somnis, Iron Range Resources  
Pat Collins, Mn/DNR Coastal Program

Ben VanTassel, ARDC  
Rick Tokarczyk, Lake County Historical  
Dan Roth, DNR Split Rock Lighthouse  
Mark Conley, USFS, AB Resource Center  
Tim Campbell, Explore MN Tourism

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:06 AM.

Introductions were made by all attendees.

*Dan Roth motioned to approve the August 10th meeting summary, seconded by Rick Tokarczyk.  
-The motion carried.*

### Project Updates

#### *Beaver Bay*

Bryan Anderson gave an overview of the Beaver Bay Project. Anderson mentioned that the consultant had finished a draft of the facility and wanted feedback. Council members reviewed the project and noted that the project needed to focus on providing information and seasonal use. The Council also noted that there was too much lighting in the plan. Todd Campbell mentioned that he'd like to see the vault toilet be moved off the Mn/DOT right-of-way but the informational kiosks could remain in the Mn/DOT right-of-way. The Council directed Anderson to continue looking for implementation funds and work with local officials to get the facility constructed. Anderson will meet with Al Goodman the Lake County engineer and Kevin Johnson with the Minnesota DNR to discuss the project.

#### *Split Rock River*

The Split Rock River Design Project will begin as soon as the Coastal Funds become available. ARDC has signed all funding agreements and is waiting for official notification that funds have been

allocated. ARDC will immediately begin the project once notification is received. The intent of this project is to look at the wayside rest area at the Split Rock River and design safety improvements and integrate information into the site. A landscape architect will be hired to help complete the design work and ARDC will facilitate the necessary input meetings. It is the NSSD Council's hope that this project can be tied into the Mn/DOT's highway reconstruction project in 2009-10.

### *Cairn Signs*

Campbell mentioned that Mn/DOT is willing to let the project and will complete the plans and specifications for the project but is not yet committed to the inspection of the project. Campbell suggested that a private contractor could be hired at an estimated 5% of the construction cost to have the signs inspected. Campbell mentioned another option could be to have counties complete the inspection.

### *New Projects*

Anderson noted that the Council has a full plate of projects right now but we should always be thinking of new projects and ways to fund those projects. Pat Collins mentioned that the Lake Superior's Coastal Program is now accepting applications and the Council could apply through ARDC to receive funding for a project. Anderson told the Council that this will be on the October agenda and members should think of projects for discussion at the October meeting.

### *Funding*

Anderson gave an overview of different funding potentials for several of the projects discussed. The NSSD Council will need to find funding to match federal dollars for the Split Rock Project, the Cairn project, and Corridor Management Plan Implementation funds. This will also be a major topic of the Council agenda in October.

## **Larry Moon Memorial Funds**

Anderson told the Council that it has been extremely difficult working with the City of Duluth in trying to build a memorial kiosk at Brighton Beach in honor of Larry Moon. Anderson asked the Council if other ideas could be pursued in honor of Moon. Rick Tokarczyk noted that a nice bench in Two Harbors at the Breakwater would be a nice addition. The City of Two Harbors is currently working to make the area more attractive and a bench or picnic table at the site would be a welcome addition. Anderson will talk to Janice Moon and see if this is a possibility.

## **Non-Profit Update**

Anderson updated the Council on the progress of forming a non-profit. The next step in filing the paperwork was to select a name of the organization. *Tim Campbell motioned that the current name, North Shore Scenic Drive Council be used. The motion was seconded by Dan Roth –motion carried.* Anderson will file the name and begin work on drafting the non-profit paperwork

## **Off-Site Advertising**

The State Scenic Byways Commission officially designated Grand Portage and Lutsen Township along the NSSD as All-American Road. Grand Portage now bans off-site advertising and Lutsen prohibits off-site advertising though a 2005 ordinance.

## **Minnesota's Coastal Heritage Trail**

Collins gave an overview of the Coastal Heritage Trail project. This project will develop a coastal heritage trail along Lake Superior in Minnesota. A NOAA Coastal Fellowship will be utilized to provide staff support for two years to develop the plan with key partners. The Coastal Fellow will also

coordinate implementation of portions of the trail plan. Collins mentioned that he is looking for a cash match of \$15,000-non federal so he could submit the project proposal by October 12<sup>th</sup>. The project will begin in August 2008 if the proposal is funded and the local match raised.

### **State Scenic Byways Conference**

Mark Anderson gave highlights of the upcoming State Conference. This years conference will be held in Stillwater on October 30-31<sup>st</sup>.

### **Other Business**

Mark Anderson noted that the NSSD Council might consider applying for Byway funds to replace exiting faded or damaged signs along the Byway.

Anderson is looking for ideas for the Fall newsletter. Roth will be the highlighted Council member.

The next NSSD Council meeting will be held October 12<sup>th</sup> in Grand Marais.

A tour of the America's Byways Resource Center was given.

---

# North Shore Scenic Drive Council

October 12, 2007

North House Folk School, Grand Marais

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Pat Collins, Mn/DNR Coastal Program  
Bruce Martinson, Cook County  
Shae Kosmalski, Cook County  
Frank Vecchio, USFS  
Mary Somnis, Iron Range Resources  
Bryan Anderson, ARDC

Paul Bergman, Lake County  
Andy Woodrick, Odyssey Development  
Dan Roth, DNR Split Rock Lighthouse  
Diane Brostrom, Grand Marais Area Tourism  
Andrew Slade, Sugarloaf Interpretive Center

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:05 AM.

Introductions were made by all attendees.

*Frank Vecchio motioned to approve the September 14th meeting summary, seconded by Paul Bergman.*

*-The motion carried.*

### Project Updates

#### *Beaver Bay*

Bryan Anderson gave an overview of the Beaver Bay Project. Anderson mentioned that the consultant had finished work on the facility and cost estimates were complete. Phase I of the project which consists of survey, soil testing, earthwork, utilities, information kiosk, trail and parking lot paving, vegetation, and signage. The cost of phase I is \$234,743. Phase II consists of vault toilet, earth shelter, lighting, benches, bike racks, fencing, stamped concrete, vegetation, and design fees. The cost of phase II is \$444,991. The total cost of the project is \$679,734. Anderson mentioned that he has held conversations with the DNR and Lake County about the project. These conversations resulted in several potential funding sources for the project. The next step to moving this project forward is to present the design to the City of Beaver Bay. Anderson will schedule a presentation to the Beaver Bay City Council and members of the NSSD Council will be invited to attend. If the City would like to

move forward with the project the NSSD Council will search for and apply for funding to implement the project.

### *Split Rock River*

ARDC received notification from the DNR that the Split Rock River Design project can begin. ARDC has requested estimates from several local design firms. Once the estimates are received Anderson and Dan Roth will select a firm to complete the design work. The intent of this project is to look at the wayside rest area at the Split Rock River and design safety improvements and integrate information into the site. A landscape architect will be hired to help complete the design work and ARDC will facilitate the necessary input meetings. It is the NSSD Council's hope that this project can be tied into the Mn/DOT's highway reconstruction project in 2009-10.

### *Cairn Signs*

Anderson mentioned that some of the planned cairns along the NSSD lack the necessary local match. Those cairn locations include Brighton Beach, Two Harbors, and Grand Marais. Anderson will contact Gordy Anderson with Two Harbors and see if funds could be found. Mary Somnis will work with Grand Marais and the Gunflint Trail Association to find funding, and Tim Campbell and Gene Shaw will work to find funding for the Brighton Beach cairn. The amount needed for each cairn is approximately \$3,200.

With the potential Beaver Bay Trailhead being constructed in the future it was the NSSD Council's determination that the Beaver Bay Cairn be moved to another location. Silver Bay is a possibility and Mary Somnis will have a conversation with Tom Smith about a location.

### *Staffing Operational*

Anderson mentioned that the next Corridor Management Plan Implementation Grant will begin January, 2008. The needed match is \$12,000. Discussion occurred on how to raise the needed funds. A letter will be drafted and sent to Visit Duluth, Odyssey, Sugarloaf, Lutsen Tofte Tourism Association, Grand Marais Area Tourism Association, Grand Portage, Lake County, and Cook County. If these entities all respond with funding it will raise \$6,000. A grant application will then be submitted to the Iron Range Resources Grant program to help cover the remaining \$6,000 need.

### **Visibility Improvements**

Anderson gave an overview of the visibility improvements planned at Cook County intersections. The Council felt that these improvements were needed and will improve safety.

### **Non-Profit Update**

Somnis mentioned that the LSNSA is currently voting whether or not to dissolve and sell their brochure to the NSSD Council for \$1.00. A full update will be given at the November NSSD Council meeting.

Somnis noted that because of time the Bylaws review will be pushed to the November meeting.

The State Scenic Byways Commission officially designated Grand Portage and Lutsen Township along the NSSD as All-American Road. Grand Portage now bans off-site advertising and Lutsen prohibits off-site advertising through a 2005 ordinance.

### **Other Business**

Andrew Slade mentioned that Sugarloaf will be applying for Coastal funds to make improvements to the Limno Labs exterior.

*Roth motioned that a letter of support be drafted and sent to support Sugarloafs Coastal application. The motion was seconded by Paul Bergman. - The motion carried.*

Pat Collins gave an overview of the Minnesota's Coastal Trail project. Collins noted that the local match was committed to by the Lake County Historical Society and the application was submitted to the National Oceanic and Atmospheric Administration.

The next NSSD Council meeting is scheduled for November 9<sup>th</sup>.

Roth motioned to adjourn the meeting

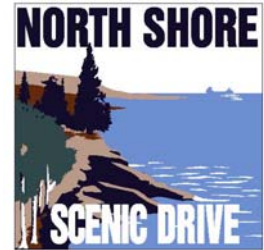
---

# North Shore Scenic Drive Council

November 9, 2007

Larsmont Cottages

---



*“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.”*

## MEETING SUMMARY

### ATTENDEES:

Susan Berg, LSNSA	Blaine Fenstad, Fenstad’s Resort
Bruce Martinson, Cook County	Gene Shaw, Visit Duluth
Carl Ehlenz, Betty’s Pies	Dan Roth, DNR Split Rock Lighthouse
John Bathke, Private Landowner	Tom Jacobson, Mn/DOT
Mary Somnis, Iron Range Resources	Andrew Slade, Sugarloaf
Bryan Anderson, ARDC	Skip Lamb, Lambs Resort
Jim Johnson, Cook County	

### Welcome/Announcements

Mary Somnis called the meeting to order at 10:01 AM.

Introductions were made by all attendees.

*Dan Roth motioned to approve the October 12th meeting summary, seconded by Andrew Slade.  
-The motion carried.*

### NSSD Vegetation

Tom Jacobson with the Minnesota Department of Transportation (Mn/DOT) gave a short presentation about Mn/DOT’s vegetation management plan. The presentation consisted of Mn/DOT’s mowing policy, Minnesota’s noxious weed law, and Mn/DOT’s vegetation clearing guidelines. Jacobson answered several vegetation questions by Council members. Slade asked if Mn/DOT was spraying for the Lupine. Jacobson mentioned that Mn/DOT is not targeting the Lupine and has no future plans to spray for it.

### Speaking on Behalf of the Council

The NSSD Council had a short discussion on speaking to the press about projects along the NSSD and if there should be a policy when speaking on behalf of the Council. It was determined that a policy

was not needed and members should exercise their best judgment when speaking on behalf of the Council.

### **Non-profit and LSNSA**

Somnis gave an overview of the Lake Superior North Shore Association (LSNSA) and the Guide to Lake Superior's North Shore (Blue Brochure). Discussion centered around the purchase of the Blue Brochure by the NSSD Council and the future of the Information Booth at the Lester River. The LSNSA has voted to sell the Blue Brochure to the NSSD Council for \$1.00. The NSSD Council will not operate the Information Booth at the Lester River because of financial reasons. The Booth serves an important function and some LSNSA members would like the Booth to remain open.

In the past the Information Booth has operated from May thru October, seven days a week from 10:00-5:00 Monday through Saturday and 10:00-3:00 on Sundays. The estimated cost to keep this building open is \$12,000 annually. Several options were discussed to keep the booth open. One option discussed was partnering with Sugarloaf. Sugarloaf could provide information and staffing on a limited schedule. Slade mentioned that significant investment into the Limnology Laboratory has begun and it is the intent over time to have the facility open to the public. Sugarloaf currently has the boathouse staffed with volunteers from June-September. Information is provided to tourists on Wednesday-Saturday during these months.

Somnis mentioned that Ad sales in the Blue Brochure doubled over last year but the LSNSA still has not heard from 36 of last year's members which accounts for \$9,204 toward printing the brochure.

Skip Lamb mentioned that he doesn't want to see the Booth closed and stated that the Booth is the last touch of information before heading up the shore. Lamb mentioned he'd like to see the \$12,000 raised to keep the Booth open but acknowledged that business owners do not have the time to fundraise and oversee the operations of the Booth.

Somnis decided to move the Bylaws discussion to the December meeting.

### **State Scenic Byways Conference**

Tim Campbell, Bryan Anderson, Dan Roth, and Somnis all attended the State Scenic Byways Conference in October. Each member paid for the conference through their agency and no CMP Implementation funding was used this year. Roth mentioned that he appreciated how involved the Minnesota DOT is in the Scenic Byways Program.

### **Other**

The next NSSD Council meeting will be held on December 14<sup>th</sup>. The tentative location is Sugarloaf Duluth Offices.

Somnis adjourned the meeting at 12:13 pm.

