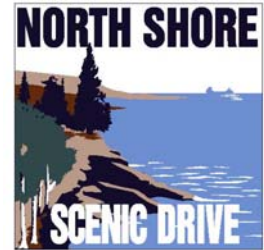

North Shore Scenic Drive Council

November 13, 2009

Caribou Highlands



“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

BOARD OF DIRECTORS PRESENT:

Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbors Program
Diane Brostrom, Grand Marais Area Tourism Association
Molly Thompson, North Shore Stewardship Association
Bruce Martinson, Cook County
Frank Vecchio, Grand Portage

OTHER ATTENDEES:

Bryan Anderson, ARDC
Todd Campbell, Mn/DOT
Mary Somnis, Iron Range Resources
Rob Ege, Mn/DOT
Wayne Gannaway, America’s Byways Resource Center
Margret Berg, Sugarloaf
Laura Stone, Laura Stone Mosaics
Lawrence Jones, Knife River

Council Business

Dan Roth called the meeting to order at 10:12 AM.

Cheryl Erickson motioned to approve the October 9th Meeting Summary. The motion was seconded by Molly Thompson. -The motion carried.

Mary Somnis requested time on the agenda to talk about the North Shore Visitor Guide and merchandising.

The Council reviewed membership and officer positions. Dan Roth mentioned that he’d be willing to serve as chair for another year. Erickson mentioned she would be willing to serve as Vice Chair. Bryan Anderson will contact Gene Shaw and see if he’d be willing to continue serving as Secretary.

The Council asked Anderson to draft a letter to Lutsen and Tofte seeking new board members.

Interstate 35 Project Overview

Rob Ege from the Minnesota Department of Transportation gave a presentation about the reconstruction of Interstate 35 through Duluth. Ege mentioned that the roadwork will occur in 2010 and will end in the fall of 2011. The \$82 million dollar project will totally reconstruct the Interstate between the Junction of I-535 and I-35 west to Boundary Avenue. This project will cause major traffic delays. In addition to roadwork in Duluth there will be 13 miles of concrete repairs in the Moose Lake area. The North bound lane will be worked on in 2010 and the south bound lane will be worked on in 2011. In addition to work on the Interstate the intersection at 26th Avenue East and London Road (NSSD) will be totally reconstructed in 2010.

Sign Discussion

Thompson mentioned that she is working with Mn/DOT to try to get the Sugarloaf welcome sign moved closer to the highway. Bruce Martinson mentioned that he is going to meet with Mike Robinson (Mn/DOT 1 District Engineer) about selling right of way back to businesses along the highway specifically the Satellite Café and Sugarloaf.

Knife River Mosaic

Laura Stone with Laura Stone Mosaics gave an overview of some of her work. Stone recently completed a mosaic at the Knife River Lutheran Church. Stone asked the NSSD Council to keep her informed about projects along the Byway. Stone mentioned she is working with Al Goodman about how a mosaic design could fit into the new railroad underpass in Knife River.

National Scenic Byway Grant Awards

Anderson gave an overview of the NSB grant awards. Anderson was extremely disappointed with how poor the State fared in the round of grant applications. The State of Minnesota received only \$515,000 in project funding of the \$40 million available. Anderson noted that the Beaver Bay Trailhead project was not selected for funding even though it ranked at the top of the State Scenic Byways Commission's list. The NSSD Council CMP update project was funded but reduced by \$5,000.

Cairn Signs

Anderson attended a Tofte Township Board Meeting on November 12th to seek their interest in having a cairn in Tofte. The Town Board was in favor of the cairn project and would like to be involved in the second phase of cairn signs. The Town Board will send a resolution of support for the grant application and will budget \$5,000 for the local match. A letter will be sent to the Schroder Town Board seeking their interest in having a cairn sign in Schroder. Anderson will also speak to Lutsen, Beaver Bay, Silver Bay, and Knife River about their interest in having a cairn sign in their community.

Beaver Bay Trailhead

Anderson is working with Al Goodman (Lake County Engineer) to complete an Enhancement funding application for the facility.

Cascade River Design Project

Anderson gave an overview of the Cascade River Design project. Anderson is nearly complete with the Coastal funding application. A cost estimate has been requested from the U of M Center for Changing Landscapes. Anderson asked Council members to send letters of support for the project.

Brostrom motioned to ask ARDC to be the sponsor of the Coastal application. The motion was seconded by Erickson. -The motion carried.

Local Match Funding

Anderson mentioned that \$6,600 needs to be raised for local match for the CMP Implementation grant. Anderson expects \$2,500 from NinaWorks in May which leaves \$4,100 needed to be raised. The Council asked Anderson to send letters to Visit Duluth, Two Harbors Tourism Bureau, Lutsen/Tofte Tourism Association, Grand Marais Area Tourism Association, and Grand Portage seeking financial support.

Other

Frank Vecchio motioned to send a letter of support to Kathryn McFadden for the Cascade River Stabilization project, the motion was seconded by Brostrom. -The motion carried.

Somnis mentioned that the 2010 visitors guide has been sent to the printers. All advertising space was sold. Somnis and Vecchio would like time on the December agenda to talk about merchandising.

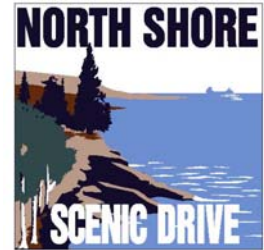
The December 11th meeting will be in the Tofte area.

Martinson motioned to adjourn at 12:45. The motion was seconded by Erickson.

North Shore Scenic Drive Council

October 9, 2009

Beaver Bay Community 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

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbors Program
Gordy Anderson, Two Harbors Chamber
Molly Thompson, North Shore Stewardship Association
Bruce Martinson, Cook County

OTHER ATTENDEES:

Bryan Anderson, ARDC
Todd Campbell, Mn/DOT
Tim Campbell, Explore MN Tourism

Council Business

Dan Roth called the meeting to order at 9:07.

Rick Tokarczyk motioned to approve the September 11th Meeting Summary. The motion was seconded by Gordy Anderson. -The motion carried.

Tim Campbell mentioned that the NSSD Council Scenic Byways Explore Minnesota Tourism grant was funded the full \$2,500.

The Council discussed recruiting new board members. The Council lacks representation from the Lutsen area. Campbell mentioned that he has spoken to Sally Nankivell and she is asking the Lutsen Tofe Tourism Association Board of Directors for a representative to join the Council.

Tokarczyk motioned to extend Cheryl Erickson’s first term to 2011. The motioned was seconded by Anderson. The motion carried.

Project Updates

Cairn Signs

Bryan Anderson gave an overview of the cairn event that was held on September 22nd. Anderson reported that the event received great press coverage.

Several communities have contacted Anderson inquiring about how to get a cairn. Anderson will contact Lutsen, Tofte, Schroeder, Beaver Bay, Silver Bay, and Knife River about their interest in pursuing a FY 2010 National Scenic Byway grant to construct more cairn signs.

Tokarczyk mentioned he would like communities to commit to the cairn signs in writing.

FHWA Award

Roth mentioned that he attended a conference in Duluth on September 8th and Mn/DOT was given an award for environment excellence for their work along the North Shore. The Council was also recognized for their efforts along the Byway.

Tribes and Transportation Conference

Roth gave an overview of the Tribes and Transportation Conference. Roth mentioned that itineraries are very important for international travelers.

Superiorbyways.com

Anderson reported that superiorbyways.com will be hosted by ARDC. The Council discussed the importance of superiorbyways.com and thanked ARDC for being willing to host the website.

Other

The next NSSD Council meeting will be in the Lutsen area on November 13th.

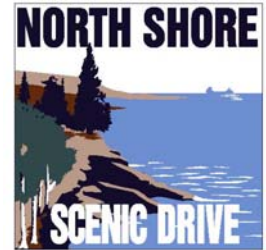
Mark Anderson gave an overview of the upcoming Minnesota Scenic Byways Workshop (October 27-28 in Walker, MN)

The meeting adjourned at 10:10 and then Council members attended the Scenic Byways Grant Workshop.

North Shore Scenic Drive Council

September 11, 2009

Lakeview Castle



“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

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbors Program
Gordy Anderson, Two Harbors Chamber

OTHER ATTENDEES:

Bryan Anderson, ARDC
Nina Simonowicz, NinaWorks
Tim Campbell, Explore MN Tourism

Council Business

Dan Roth called the meeting to order at 10:18.

Rick Tokarczyk motioned to approve the August 14th Meeting Summary. The motion was seconded by Gordy Anderson. -The motion carried.

Nina Simonowicz reviewed the memorandum of understanding with the NSSD Council.

Gordy Anderson motioned to accept the memorandum of understand with NinaWorks for 2010. Cheryl Erickson seconded the motion. -The motion carried.

Bryan Anderson mentioned that Andy Woodrick resigned from the board of directors. Andy is no longer employed by Odyssey and mentioned he no longer has a connection to the North Shore.

Erickson motioned that the Council send a certificate of appreciation to Andy Woodrick. The motion was seconded by Tokarczyk. – The motion carried.

Roth mentioned that time on the October agenda will be set aside to review officers. Tim Campbell mentioned that he would call Sally Nankivell with the Lutsen Tofte Tourism Association and talk to her about recruiting members from the Tofte area to join the Council.

Gordy Anderson gave a brief overview on visitation at the blue information booth at the Lester River. Anderson mentioned that to date the information center has had 135 people per day stop in for information.

Cairns

Bryan Anderson mentioned that the cairn project is complete! Anderson noted that he has received several calls from communities interested in constructing cairns. Roth mentioned that we will put this on a future agenda to discuss.

Anderson reviewed the cairn press event agenda. Mary Somnis put together the agenda but was unable to attend. The Council appreciated all of the work Somnis put into planning the event. It was decided by the Council that lunch should be at My Sisters Place and a photo opportunity should take place at all of the cairn locations including Sugarloaf. The Council suggested that Diane Brostrom arrange lunch and an alternative location in Grand Marais in case of bad weather. Anderson will communicate these decisions back to the Cairn Event Committee.

McQuade Interpretation

Cheryl Erickson gave an overview of interpretive efforts at the McQuade Harbor.

FHWA Award

Roth mentioned that he attended a conference in Duluth on September 8th and Mn/DOT was given an award for environment excellence for their work along the North Shore. The Council was also recognized for their efforts along the Byway.

Visioning and Goal Setting

Because of poor meeting attendance the visioning and goal setting portion of the meeting was not held. This agenda item was rescheduled for December.

Other

Anderson mentioned that a possible vendor would like time on the October meeting agenda. The Council decided that vendors will not be allowed time on agendas and asked Anderson to contact the vendor and have them send their materials to the Council for future consideration.

Gordy Anderson mentioned that he is seeking funds for 2010 operations at the Blue Booth. If Council members have funding possibilities please contact him.

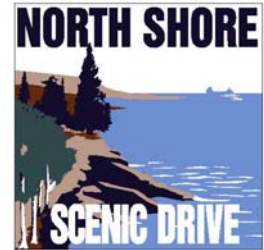
The October 9th meeting will be held in Beaver Bay and will be in conjunction with a Scenic Byways grants workshop.

Roth adjourned the meeting at 12:09.

North Shore Scenic Drive Council

August 14, 2009

Cross River Heritage 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

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbor Program
Diane Brostrom, Grand Marais Area Tourism
Gordy Anderson, Two Harbors Chamber
Bruce Martinson, Cook County
Molly Thompson, Sugarloaf
Frank Vecchio, Grand Portage

OTHER ATTENDEES:

Bryan Anderson, ARDC
Mary Somnis, Iron Range Resources
Tim Campbell, Explore MN Tourism

Steve Shug, USFS
Nina Simonowicz, NinaWorks
John Bathke, Resident

Council Business

Dan Roth called the meeting to order at 10:08

Roth called for additions to the agenda. Additions included an update related to the Tofte fireworks and vegetation removal related to the winter ice storm.

Rick Tokarczyk motioned to approve the June Meeting Summary. The motion was seconded by Cheryl Erickson. -The motion carried.

Marketing

Visitor Guide Update

Mary Somnis reported that nearly all of the 2009 North Shore Visitor Guides have been distributed. Somnis mentioned that the draft MOU with NinaWorks guarantees 70,000 2010 editions will be printed although NinaWorks intent is to print 75,000. Somnis said that an icon will be placed on the map reflecting the location of visitor centers along the NSSD. In September the NSSD Council will review the 2010 MOU with NinaWorks.

Report of NS Visitor through Explore Minnesota Tourism

Somnis reported that 800 North Shore Visitor Guides are being distributed through Explore Minnesota Tourism.

Blue Booth Report

Gordy Anderson reported that 3,161 people signed in at the information booth in July. Anderson is hopeful that the booth can stay open through October 16th.

August 3rd Visitor Center Meeting

Somnis reported that over 30 people attended the North Shore Visitor Center meeting on August 3rd. The purpose of this meeting was to improve communication between centers and provide a networking opportunity. As a result of this meeting Bryan Anderson is putting together a contact data base of all the visitor centers and contacts. Anderson mentioned that participants requested that the NSSD Council and the SNFSB Council put the event on annually. Somnis mentioned that the meeting showed a better need to network.

Edge of the Wilderness

Anderson gave an overview of the July 10th tour along the Edge of the Wilderness Scenic Byway. Interesting things learned about the Edge of the Wilderness on the tour included a large volunteer base, underground power/telephone lines, training for front line staff, and common themes along the route. The Council would like to discuss front line employee training at a future meeting date.

Pull-off Plan

Anderson mentioned he has begun inventorying all of the stopping areas immediately adjacent to the Byway. Anderson is collecting data on ownership, site maintenance, parking surface, highway signage, lake access, trash availability, and bathrooms. Each site is entered into a GIS system and photos are taken.

Anderson recommended that two sites immediately be considered for improvements. The Cascade River site and the Temperance River pull-off seem dangerous and could use improvements. Anderson mentioned that he would contact Mn/DOT and park managers immediately to determine the interest of making improvements at the sites. An estimated timeline includes applying for IRR funding and Coastal funding this fall to complete a conceptual design at the site(s). Then Scenic Byway funds could be sought in the winter of 2010-11 to complete improvements that are developed through the design process.

Diane Brostrom motioned that Anderson immediately meet with park managers and Mn/DOT to determine interest in completing design work at Cascade River and or Temperance River. The motion was seconded by Gordy Anderson. – the motion carried.

Gordy Anderson motioned that the NSSD Council apply to the IRR Grant Program to begin work the design projects at Temperance River and/or Cascade River. The motion was seconded by Tokarczyk. – The motion carried.

Cairn Update

Anderson noted that the cairn project was complete.

Cheryl Erickson motioned to have the NSSD Council send thank you letters to Mn/DOT District One, Scott Robinson, and Mark Anderson for all of their help with the project. The motion was seconded by Tokarczyk. – The motion carried.

The Council discussed having a press event to create awareness of the Council's activities along the NSSD. Frank Vecchio mentioned that Grand Portage might be able to provide a bus for a FAM tour. Roth asked for volunteers to help pull this event together. Members of the sub-committee include Tim Campbell, Mary Somnis, Cheryl Erickson, Frank Vecchio, and Steve Shug. Somnis volunteered to spearhead the committee. Possible dates of the FAM tour are September 17th or September 24th.

Split Rock

Anderson is working with Mn/DOT to complete the design on the panels. Anderson hopes to have draft panels to review by September.

Vegetation Management

Roth mentioned that Mn/DOT will be removing vegetation along the Byway from mid-September through October. The 2009 ice storm caused extensive tree damage and the DOT will be cleaning limbs from the ditches and removing trees that are likely to fall across the roadway.

Grant/Funding

Anderson recommended that the NSSD Council apply for EMT grant funds to redesign the 2011 North Shore Visitor.

Tokarczyk motioned to apply for \$2,500 EMT grant funds. The motion was seconded by Erickson – the motion carried.

Other

Campbell mentioned that construction noise associated with roadwork is having a negative impact on lodging owners. With no noise ordinance in Cook County it is difficult to limit contractors to specific working hours.

Brostrom motioned to have the NSSD Council send a letter to Mn/DOT asking them to limit noise through the contract process in the future. The motion was seconded by Vecchio – the motion carried.

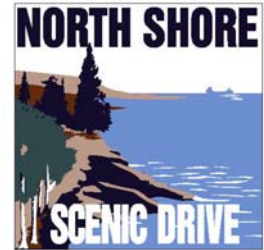
Bruce Martinson mentioned that there is no approved location in Tofte to launch fireworks in the future. Future shows will need to be off shore and might be cost prohibitive.

Roth adjourned the meeting at 12:10.

North Shore Scenic Drive Council

June 12, 2009

Naniboujou Lodge



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MEETING SUMMARY

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbor Program
Diane Brostrom, Grand Marais Area Tourism
Gordy Anderson, Two Harbors Chamber
Jim Johnson, Cook County
Molly Thompson, Sugarloaf
Frank Vecchio, Grand Portage

OTHER ATTENDEES:

Bryan Anderson, ARDC
Mary Somnis, Iron Range Resources

Alan Goodman, Lake County
Nina Simonowicz, NinaWorks

Council Business

Dan Roth called the meeting to order at 10:11

Al Goodman requested time on the agenda to talk about local updates. Jim Johnson requested time on the agenda to talk about Superior Fuels Conditional Use Permit.

Cheryl Erickson motioned to approve the May Meeting Summary without the strategic planning notes. The motion was seconded by Frank Vecchio. -The motion carried.

Roth mentioned that he’d like the meeting summary to reflect that the Council sends best wishes for Tim Campbell and his family on the departure of his daughter Kris. Kris is in the Army National Guard and her unit is being deployed to Afghanistan this summer.

North Shore Visitor Input

The following comments were made at the meeting related to improving the 2010 North Shore Visitor.

- A page should be added where additional visitor information can be obtained.
- A table of contents should be added.

- All text should be in geographic order.
- Twin Points is not listed –Erickson mentioned she'd send text to Nina.
- Crossing into Canada should be in the body of the guide and not on the map.
- Could the NSSD logo be on the cover?
- A date should be on the piece.

Nina Simonowicz mentioned that more will need to be printed for 2010 an additional eight pages are being considered to help offset the cost.

Vecchio mentioned that the cost to mail the brochure through Explore Minnesota Tourism is approximately \$1,000. Vecchio mentioned that five partners of \$200 each are needed. Partners to date include:

- Grand Portage \$200
- Odyssey Development \$200
- Two Harbors Chamber \$200
- Grand Marais Area Tourism Association \$200

Vecchio will contact Gene Shaw with Visit Duluth and Sally Nankivell with the Lutsen-Tofte Tourism Association to see if they would participate.

Project Updates

Cairns

Bryan Anderson mentioned that the cairn pre-construction meeting has not occurred yet but the project is on track to begin this summer.

Two Harbors Signage

Anderson sent a letter to Mn/DOT related to the renaming of the Two Harbors Downtown Business District to the Waterfront District. Correspondence received back indicated that Mn/DOT would not allow “waterfront” on signs along TH 61.

Split Rock River Kiosk

The Kiosk Committee reported that the panel design is nearly complete. Committee members will complete final edits and have information to Anderson by Tuesday, June 16th.

Lester River Information Center

Gordy Anderson reported that the Two Harbors Area Chamber of Commerce is hoping to purchase the information center “Blue Booth” at the Lester River. Anderson was hopeful that the booth could be open and staffed within two weeks. Anderson mentioned that he expects the booth to be open seven days a week during summer months.

Off-Site Advertising

Bryan Anderson gave a billboard update. Anderson reported that Beaver Bay, Silver Bay, and Grand Marais still allow off-site advertising.

Erickson motioned that a letter be sent to Beaver Bay, Silver Bay, and Grand Marais indicating the importance of the Byway and the federal no new billboard requirement. The motion was seconded by Diane Brostrom. –The motion carried.

Anderson will send out the letter and will also have a phone conversation with city officials.

Other

Alan Goodman mentioned that the Little Marais segment of the Byway is included in Congressman Oberstar's high priority transportation projects list. The list did not, however, include the Two Harbors or Beaver Bay to Silver Bay segments. The Two Harbors Visitor Center was also not included on the list.

The Council paid compliments to Congressman Oberstar for prioritizing this important work along the NSSD.

Jim Johnson reported that the Superior Fuel company took out a conditional use permit to install a propane tank just north of Grand Marais. The permit stated that the company plant trees to screen the tank from the road but the seedlings planted all died.

Gordy Anderson motioned that a letter be sent to Cook County asking them to enforce the conditional use permit by requiring Superior Fuel to replant trees to screen the propane tanks from the Byway. The motion was seconded by Vecchio. – The motion carried.

Bryan Anderson mentioned that he received a request from the Copper Country Trail Scenic Byway asking if a member from the NSSD Council would attend a meeting on September 18th to share success stories. The Council asked Anderson to send a response back to the Copper Country Trail Scenic Byway letting them know a member will attend their meeting.

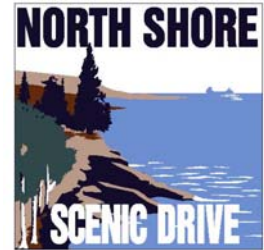
The next NSSD Council meeting was tentatively set for July 12th at 12:00 PM in Grand Rapids.

Brostrom motioned to adjourn at 11:48. The motion was seconded by Rick Tokarczyk. – The motion carried.

North Shore Scenic Drive Council

May 19, 2009

Larsmont



“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

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbor Program
Diane Brostrom, Grand Marais Area Tourism
Gordy Anderson, Two Harbors Chamber
Andy Woodrick, Odyssey Development
Gene Shaw, Visit Duluth
Paul Bergman, Lake County
Jim Johnson, Cook County
Molly Thompson, Sugarloaf

OTHER ATTENDEES:

Bryan Anderson, ARDC	Duane Lula, America’s Byways Res. Center
Mary Somnis, Iron Range Resources	Tim Campbell, Explore MN Tourism
John Bathke, Land Owner	Ben VanTassel, ARDC

Council Business

Dan Roth called the meeting to order at 10:12

Mary Somnis requested time on the agenda to talk about marketing. Gene Shaw requested time on the agenda to talk about the blue information booth.

Shaw motioned to approve the April meeting summary. The motion was seconded by Gordy Anderson. -The motion carried.

Roth mentioned that a letter will be sent to Gordy Anderson next week related to the Council’s support of renaming and signing the downtown waterfront business district.

Bryan Anderson mentioned that Sally Nakivell resigned her position on the Board. Andy Woodrick will continue to represent the Lutsen-Tofe Tourism Association.

Cheryl Erickson motioned that a certificate of appreciation be sent to Nankivell. The motion was seconded by Diane Brostrom. – The motion carried.

Project Updates

Cairns

Bryan Anderson reported that the cairn project is moving forward and he sent invoices to local communities for their portion of the local match. The cairn signs will be constructed by October 2009. The project shortfall amounts to \$3,300. Gordy Anderson spoke to Paul Bergman about Lake County support for the project. Bergman mentioned that a request to the Committee of the Whole for \$2,000 could be entertained. Rick Toykarzyk volunteered to attend the meeting on May 19th at 6:30 and make the request. The Council will determine how to raise the remainder of the shortfall after the project is constructed and a final bill delivered.

North Shore State Park Marketing

Duane Lula mentioned that a marketing campaign should be put together to get visitors to travel one park further up the NSSD. Lula mentioned a theme could be created to encourage visitors to travel further up the shore. Lula mentioned that it could be as simple as placing a poster of the next park up the shore at each park. Roth thanked Lula for his idea and mentioned that State Parks will keep this idea local in the mean time but might grow it over the next couple summers.

Kiosk Panels

The Kiosk Committee is working to meet a June 15th deadline to get all text and graphic information into project plans for Mn/DOT construction. The Split Rock River Kiosk will have four sides and the themes will be trails/recreation, history of the roadway/Larry Moon, ecology/geology, and the history of the Split Rock River site.

Marketing

Somnis reported that a merchandising agreement with Kevin Streeter was sent out today (May 15th). Somnis thanked Scott Sufficool for his assistance putting the agreement together.

Visitor Information (Blue Booth)

Shaw reported that the Visitor Information Center at the Lester River needs to be moved and signs taken down. Shaw mentioned that having the tourism information signs up with a permanently closed booth does a disservice to visitors. Gordy Anderson mentioned that he would look into this and will report to Council in June.

Strategic Planning

Tim Campbell led the Council through a five year strategic planning exercise. Attached are the notes from the planning session.

Other

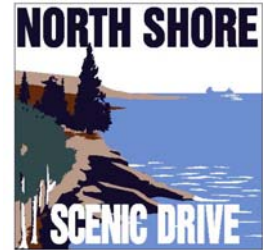
The next NSSD Council meeting will be June 12th in the Grand Marais area.

The meeting adjourned at 12:55.

North Shore Scenic Drive Council

April 17, 2009

Grand Portage



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MEETING SUMMARY

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, North Shore Harbor Program
Frank Vecchio, Grand Portage
Gordy Anderson, Two Harbors Chamber
Andy Woodrick, Odyssey Development

OTHER ATTENDEES:

Bryan Anderson, ARDC	Duane Lula, America’s Byways Res. Center
Mary Somnis, Iron Range Resources	Scott Sufficool, America’s Byways Res. Center
Bruce Martinson, Cook County	Mark Anderson, Mn/DOT

Council Business

Dan Roth called the meeting to order at 10:07 AM.

*Gordy Anderson motioned to approve the March meeting summary, seconded by Frank Vecchio.
-The motion carried.*

Marketing

Bryan Anderson mentioned that the ARDC attorney reviewed the draft merchandising agreement with Kevin Streeter. The attorney’s opinion was that the NSSD Council should redraft an agreement. Anderson mentioned that ARDC will no longer pay for NSSD Council legal advice and it’s estimated to cost \$500 to have ARDC’s attorney draft a new agreement.

Scott Sufficool with the America’s Byways Resource Center offered to help the Council draft a new contract with Streeter. Sufficool mentioned that he would draft the contract and have it to Anderson by April 21st. The Council thanked Sufficool for his assistance.

The Council empowered a merchandising committee in March and they will work to enter into an agreement with Streeter before May 1st.

Cairn Signs and Beaver Bay Trailhead

Anderson mentioned that the cairn contract had not yet been let, but that a letting date was set for April 24th. *Andy Woodrick motioned that a sub-committee be set up to review the cairn contract and the committee will make a recommendation to the Board for electronic approval. The motion was seconded by Cheryl Erickson. – The motion carried.*

Scott Robinson (Mn/DOT) is working on the kiosk design for the Spilt Rock River. Anderson mentioned that it is important that the Council determine kiosk panel information quickly, so that the project can be estimated. A sub-committee was set up to determine language and content that will be placed on the four-sided kiosk. Roth, Anderson, Erickson, and Rick Tokarczyk volunteered to sit on the committee. This committee will meet to discuss the kiosks before the May Council meeting.

Somnis mentioned that the Superior National Forest Scenic Byway is interested in partnering with the NSSD Council for a trailhead at Beaver Bay. The SNF Scenic Byway Council envisions this as a great welcome center for the SNF Scenic Byway as well as the NSSD.

State Parks Update

Roth reported findings from survey's they administered to park visitors. Roth mentioned that 93% of visitors are day users. Roth also mentioned that the seven parks along the NSSD had 1.7 million visitors in 2008 generating \$2.5 million in revenue. The parks generate 101 direct jobs. Roth also mentioned that special events are the largest draw of new visitors to the parks.

Two Harbors Signage

Gordy Anderson mentioned that Two Harbors is interested in better signage on Highway 61 for their Waterfront Business District. Gordy Anderson and Toykarczyk had a meeting with Mn/DOT about new signage to the downtown area but left the meeting with few solutions.

Erickson motioned that a letter be drafted to Mn/DOT asking them to reconsider placing a Waterfront Business District sign on TH 61. The motion was seconded by Toykarczyk. The motion carried.

Other

Mark Anderson mentioned that the 11th annual byway workshop will be October 27-28th in Walker, MN. The workshop will center around grant preparation, marketing, and orientation for new byways/members. Anderson also mentioned that all of the byway grant applications have been forwarded to Washington, DC. The Federal Highways Administration will select the projects for funding by late summer or early fall.

Bryan Anderson mentioned that the Byway's Resource Center is looking for Byways to participate in determining the economic impact of "designation". The Council determined that this project would consume over 40 hours of time and several questions needed to be answered before the Council would participate. Anderson will contact the Resource Center and ask for more details related to this opportunity.

Erickson motioned that a letter be sent to Iron Range Resources on the value of having Mary Somnis be present at the NSSD Council meetings. Gordy Anderson seconded the motion. The motion carried.

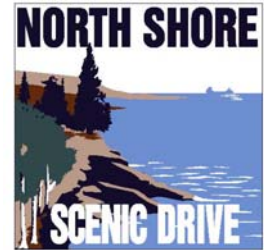
The next meeting will be at Larsmont Cottages on May 15th.

Roth adjourned the meeting at 12:30.

North Shore Scenic Drive Council

March 13, 2009

Caribou Highlands



“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

BOARD OF DIRECTORS PRESENT:

Rick Tokarczyk, Lake County Historical Soc.
Molly Thompson, Sugarloaf
Dan Roth, DNR Split Rock Lighthouse
Cheryl Erickson, NS Harbor Program
Diane Brostrom, Grand Marais Tourism Assoc.

OTHER ATTENDEES:

Bryan Anderson, ARDC
Mary Somnis, Iron Range Resources
Bruce Martinson, Cook County
Tim Campbell, Explore MN Tourism
John Bathke, Resident

Council Business

Dan Roth called the meeting to order at 10:11 AM.

Mary Somnis asked for changes to the March meeting summary. Somnis indicated that the Cook County Board of Directors should be changed to the Cook County Board of Commissioners. Anderson will make the changes to the meeting summary.

Rick Tokarczyk motioned to approve the February meeting summary with the changes Somnis suggested, seconded by Cheryl Erickson.

-The motion carried.

Marketing

Kevin Streeter from Streeter Design made a presentation of his services to the NSSD Council. The Council is looking for someone to merchandise their logo. Streeter gave an overview of the products that he thought would sell well along the NSSD. The Council mentioned that they are looking for someone to lead this merchandising effort and that the Council would be flexibility in quantity and products sold. Streeter mentioned that the Council is already behind because many businesses have already purchased merchandise for the 2009 summer season. Streeter thought that for using the NSSD logo that the Council could seek 2%-5% of gross sales.

Roth mentioned that the Marketing Committee will work on a contract and they will get back to Streeter very soon.

Diane Brostrom motioned to empower the Marketing Committee to enter into negotiations with Streeter to promote items with the NSSD logo and to execute an agreement with Streeter Design. The motion was seconded by Molly Thompson. –The motion carried.

Some Council members mentioned that they had some concerns with Streeter's presentation. The most notable concern was that the risk that would be taken is not as great as what was presented. The Council agreed that any agreement should be for five years but must be reviewed and renewed annually.

Somnis mentioned that ARDC owns the logo and that the Council will need to have the rights to the logo transferred from ARDC to the Council. Somnis would also like any agreement with Streeter to be reviewed by ARDC's attorney.

Scenic Byways Grants

Anderson mentioned that the Scenic Byways Commission ranked all of the Scenic Byway projects that requested FY 2010 funding. The NSSD CMP project (\$40,000) ranked #3, the Beaver Bay Trailhead (\$500,000) ranked #7, and the Suzie Island Overlook (\$370,000) ranked #17. Anderson mentioned that if the state receives an allocation of two million in Scenic Byways funding that all three projects could potentially be funded.

Signage

Anderson gave an overview of the Cook County Billboard meeting on February 24th. Anderson mentioned that Cook County placed a permanent moratorium on new off-site advertising. The Scenic Byways Commission has met and has eliminated the Byway gaps in Cook County.

Anderson mentioned that the letting date for the cairn project is April 16th.

Anderson met with Scott Robinson at Mn/DOT to discuss project plans for the Split Rock River Kiosk. The Council discussed elements of the kiosk and would like the kiosk to include a panel on Larry Moon, the Gitchi-Gami Trail/Superior Hiking Trail, culture and river history, and water shed facts/information. Anderson will continue to work with Robinson to develop the project plans.

Strategic Planning

The Council decided to postpone the strategic planning session because of time concerns and attendance. The strategic planning session was rescheduled for May 15th.

Other

The Council asked Anderson to send an invitation to the Scenic Byways Commission to the North Shore for their June or July meeting.

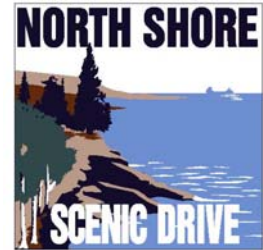
The April 17th NSSD Council meeting will be in Grand Portage.

The meeting was adjourned at 12:03.

North Shore Scenic Drive Council

February 13, 2009

Lake Superior Maritime Museum



“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

BOARD OF DIRECTORS PRESENT:

Andy Woodrick, Caribou Highlands
Paul Bergman, Lake County
Dan Roth, DNR Split Rock Lighthouse
Frank Vecchio, Grand Portage
Gene Shaw, Visit Duluth

Rick Tokarczyk, Lake County Historical Soc.
Molly Thompson, Sugarloaf
Cheryl Erickson, NS Harbor Program

OTHER ATTENDEES:

Bryan Anderson, ARDC
Mary Somnis, Iron Range Resources
Al Goodman, Lake County Highway Dept.

Tim Campbell, Explore MN Tourism
John Bathke, Resident
Nina Simonowicz, NinaWorks

Council Business

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

*Rick Tokarczyk motioned to approve the January meeting summary, seconded by Paul Bergman.
-The motion carried.*

Scenic Byway Grants

CMP Grant Application

Bryan Anderson reviewed the Corridor Management Plan grant application with the NSSD Council. This project will implement and add detail to Wayside Rest Improvement Plan. Currently, the NSSD Council is inventorying and making recommendations on which pull-offs along the NSSD should be improved. In order to implement this plan the Council will need to hire a project coordinator to align funding sources, work with a landscape architect/engineer and administer contracts. The NSSD Council will also use these funds to develop a method to tie NSSD information centers together. The plan will include an inventory of existing sites, visitation, theme(s) presented to visitors, electronic marketing, etc. This plan will help the visitor have a seamless transition along the NSSD.

Cheryl Erickson motioned that a resolution of support be attached to ARDC’s application on behalf of the NSSD Council. The motion was seconded by Tokarczyk. – The motion carried.

Mt. Josephine Rest Area

Anderson mentioned that the Minnesota Department of Transportation would be submitting a Scenic Byways Grant application to make improvements to the Suzie Island Overlook. Improvements include a new vault toilet, new pavement at the parking area, new entrances and exits, and a cairn sign.

The NSSD Council asked Anderson to draft a letter of support for the project.

Beaver Bay Trailhead Facility

Anderson informed the NSSD Council that he was working on a Scenic Byways application to reconstruct the Beaver Bay Trailhead facility which is currently not meeting the needs of travelers along the North Shore. The intent of this project is to eliminate erosion into the Beaver River, improve parking at the site, improve access to the Gitchi-Gami State Trail, and increase visitor information at the site. Al Goodman indicated that he will ask the Lake County Board to pass a resolution of support for the project and recommend that the County provide in-kind match toward the project if awarded.

Andy Woodrick motioned that the NSSD Council rank the Byway projects as follows: 1) Corridor Management Plan Update, 2) Mt. Josephine/Suzie Island Overlook, 3) Beaver Bay Trailhead Facility. The motion was seconded by Gene Shaw. –The motion carried.

Billboards

Anderson updated the NSSD Council on the status of the Cook County sign ordinance. He mentioned that the Cook County Planning and Zoning Commission voted on February 11th whether or not to place a moratorium on new off-site advertising along the Byway in Cook County. The vote was a 3-3 tie so no recommendation was forwarded to the Cook County Board. The Board of Commissioners will vote on this issue on February 24th. Mary Somnis drafted a letter to the Cook County residents which she recommended that the Council publish in the Cook County Herald. The Council made some recommendations to the letter and suggested that a half page advertisement be purchased. Anderson will work with Somnis to have the advertisement published on February 20th.

Cairns

An April letting date was set for the cairn project.

Marketing

Nina Simonowicz presented the 2009 North Shore Visitor. Simonowicz mentioned that \$4,263 will be distributed to the NSSD Council as part of the revenue sharing agreement. Council members thanked Simonowicz for the great work associated with the new brochure.

Frank Vecchio met with Kevin Streeter about NSSD Council merchandising. Vecchio will invite Streeter to the next meeting on March 20th for an interview/presentation.

Mn/DOT Reconstruction

Dan Roth gave an update on the highway construction slated for 2010 near Split Rock. Roth mentioned that 35 people attended a public open house on February 12th. Most concerns with the project were associated with detours and delays associated with the construction.

Other

An update was made to the Council on the outstanding balance with the LSNSA and WA Fisher for the 2008 “Blue Brochure”. WA Fisher is working with the LSNSA to recover the remaining balance.

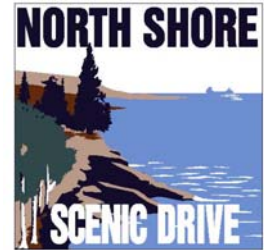
The NSSD Council decided to switch the March and April meeting dates. The next meeting will be on March 20th at Caribou Highlands in Lutsen. This meeting will be longer and will focus on the Councils five year strategic plan. The April meeting will be held on the 17th in Grand Portage. Vecchio offered a room rate of \$39.00 for those planning on arriving on Thursday night.

Roth motioned to adjourn the meeting at 11:57. Paul Bergman seconded the motion. – The motion carried.

North Shore Scenic Drive Council

January 9, 2009

Grand Superior 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

BOARD OF DIRECTORS PRESENT:

Gordy Anderson, Two Harbors Chamber
Paul Bergman, Lake County
Dan Roth, DNR Split Rock Lighthouse
Frank Vecchio, Grand Portage
Gene Shaw, Visit Duluth

Andy Woodrick, Caribou Highlands
Molly Thompson, Sugarloaf
Cheryl Erickson, NS Harbor Program
Diane Brostrom, Grand Marais Area Tourism
Rick Tokarczyk, Lake County Historical Soc.

OTHER ATTENDEES:

Bryan Anderson, ARDC
Mary Somnis, Iron Range Resources
Al Goodman, Lake County Highway Dept.

Tim Campbell, Explore MN Tourism
Todd Campbell, Mn/DOT

Council Business

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

Additions to the agenda included an update on Cook County’s Highway Safety funds (Cheryl Erickson), the seven wonders of the world (Gene Shaw), and Two Harbors off-site advertising (Gordy Anderson).

*Gene Shaw motioned to approve the December meeting summary, seconded by Gordy Anderson.
-The motion carried.*

Financial Update

Bryan Anderson provided the Council with an overview of budget for the next two years. Anderson noted that the contract is in place for the FY 2007 Scenic Byway funding which amounts to \$25,600 to complete the wayside improvement plan and provide staffing to the NSSD Council. An additional \$6,400 is needed to match the federal funds. Anderson mentioned that approximately \$2,500 will be provided through advertising sales through NinaWorks and an additional \$3,900 will need to be sought through other partners. The Council directed Anderson to send a letter to Visit Duluth, Two Harbors Visitors Bureau, Lutsen/Tofte Tourism Association, Grand Marais Area Tourism Association, and Grand Portage requesting funding similar to previous years.

Anderson also updated the Council on the FY 2008 Scenic Byway fund. These funds will be used to make updates to the Corridor Management Plan in calendar year 2010. The amount awarded to the North Shore Scenic Drive Council was \$35,000.

The solicitation period is open for new Scenic Byway projects and the NSSD Council decided to apply for a CMP Implementation grant for implementation of the pull-off plan and to develop a method to tie information centers together. Anderson will begin writing the grant and will present it to the Council in February.

Scenic Byway Infrastructure Grants

After discussion the NSSD Council decided that a grant application should be submitted to implement the Beaver Bay Trailhead Facility. Al Goodman with Lake County mentioned that the County could provide in-kind work associated with work needed to be complete on the Lax Lake Road. Estimates for the project are approximately \$1,000,000 to complete all phases of the project. The Council will seek \$400,000 through the National Scenic Byway's program to complete the landscaping at the site, improve parking, and eliminate erosion.

Anderson noted that Mn/DOT will be submitting the Mt. Josephine project which includes updates to the rest area. The Council will need to prioritize all the Scenic Byway grant applications.

Cook County Billboards

The Cook County Board will discuss placing a moratorium on all new off-site advertising along the NSSD. It is anticipated that at the January 20th Board meeting a public hearing will be scheduled for February 11th to gain input. The Cook County Board could take action on placing a moratorium on off-site advertising by February 17th. Bryan Anderson will attend the January 20th meeting and present the NSSD Council's position on the issue.

Signage Policy

The signage policy discussion was postponed.

Anderson provided the Council with an update on the cairn signing project. There was only one bidder on the project and the bid was \$117,000. This is \$12,000 over the estimate for the project. The Council decided to ask Mn/DOT to rebid the project based on the high cost and lack of local contractors bidding on the project.

*Rick Tokarczyk motioned to reject the bid, seconded by Gordy Anderson.
-The motion carried.*

Split Rock River Project Update

Anderson noted that he met with Mn/DOT to discuss eliminating the additional parking from the project to reduce costs. Mn/DOT was in favor of the parking reduction and by doing so put the project within budget. Mn/DOT told Anderson that the Council will need to provide kiosk details and projects sheets associated the kiosk construction. Anderson will seek Scott Robinson's assistance to develop these needed plans.

Todd Campbell gave an update associated with the reconstruction of the roadwork programmed for the summer of 2010.