



Superior National Forest Scenic Byway Council

June 29, 2009

Toimi School

"The Superior National Forest Scenic Byway Council is organized exclusively to cooperatively increase the economic impact of travel and tourism in the region, to improve the quality of the route itself and the cultural, social, and natural values of the area."

MEETING SUMMARY

BOARD OF DIRECTORS PRESENT:

Cheyenne Denny, IRTB
Adrian Ranta, Toimi School
Carol Youngberg, Silver Bay
Marlene Pospeck, Hoyt Lakes
Lee Radzak, Split Rock Lighthouse

OTHER ATTENDEES:

Tim Campbell, Explore Minnesota Tourism
Mary Somnis, Iron Range Resources
R.W. Kari, Toimi School
Cavan Fitzsimmons, USFS
Elwood Youngberg, Silver Bay
Neil Udenberg, Lake County Highway Department
Carl Kunnari, Toimi School
Bryan Anderson, ARDC

Council Business

Carol Youngberg called the meeting to order at 10:01 AM.

Marlene Pospeck motioned to approve the May meeting summary. The motion was seconded by Lee Radzak. -The motion carried.

Cheyenne Denny motioned to approve the June 29th agenda. The motion was seconded by Lee Radzak. – The motion carried.

Pat Kelly resigned from the SNFSB Council in May. The Council asked Bryan Anderson to type up a certificate of appreciation for Pat Kelly. Pospeck and Youngberg will sign the certificate and it will be mailed to Kelly.

The Council discussed membership and the need to increase the size of the Board of Directors.

Pospeck motioned to accept the nomination of Adrian Ranta from the Toimi School to the Board of Directors. The motion was seconded by Denny. –The motion carried.

Mary Somnis presented the SNFSB Annual Report to the Council. The Council made several revisions to the report and Somnis will make the final changes and will submit the report to the State Scenic Byways Commission.

Pospeck motioned to approve the annual activity report. The motion was seconded by Radzak. –The motion carried.

Byway Projects

Interpretive Plan

Anderson updated the Council on the status of the Interpretive Plan. To date \$10,000 has been received to complete the Plan. The total cost of the Interpretive Plan is estimated at \$30,000. The Council agreed that Anderson should seek the assistance of the Lloyd K Johnson Foundation for \$15,000. The Council also would like to apply for Iron Range Resources Cultural/Heritage grant program this fall.

Information Centers

Anderson gave an overview of the Beaver Bay Trailhead Facility. Anderson mentioned that the facility is not expected to become a visitor center and only information related to trails will be obtained at site kiosk. Anderson also mentioned that the Silver Bay Area Tourism Association is investigating the possibility of placing a new visitor center near the Silver Bay Marina. The SNFSB Council asked Anderson to call a joint meeting of the SNFSB Council and the NSSD Council to discuss visitor information centers. The Council would like to see this meeting scheduled in July and Gordy Anderson and George Pope should be invited.

Marketing

Superiorbyways.com

Somnis asked the Council if they felt value in the superiorbyways.com web site. The Council provided feedback and spoke of site maintenance concerns. The Council asked Anderson to place this on the agenda for the joint byways meeting in July.

SNF Brochure

Somnis reviewed the new brochure with the Council. Somnis asked the Council to help distribute the new piece to visitor centers, State Parks, USFS, etc. The Council thanked Iron Range Resources and Somnis for a job well done on creating the new brochure.

Directional Signage

Somnis mentioned that a sign should be placed in Silver Bay directing people north along the SNFSB toward the Range Cities. Anderson will contact Mn/DOT and determine if this is possible or not.

Other

The next meeting of the SNFSB Council will be at Toimi School on August 3rd at 10:00 AM.

Youngberg adjourned the meeting at 11:49.

SUPERIOR NATIONAL FOREST SCENIC BYWAY COUNCIL
APRIL 6, 2009 MEETING MINUTES
NORTH SHORE FEDERAL CREDIT UNION, SILVER BAY

Present: George Pope, Lee Radzak, Marlene Pospeck, Judy Ness, Adrian Ranta, Cheyenne Denny ,
Mary Somnis

Upon a MOTION by Marlene, second by Cheyenne and all ayes, the Minutes of the February 20, 2009 meeting were approved. Motion carried.

The Northeastern Minnesota Sustainable Development Partnership has approved a funding request of \$13,000 for the Interpretive Plan. Bryan will work on raising the funds needed to complete the project.

The contract between ARDC and the US Forest Service is in progress; possible completion around May 1.

The group discussed the Beaver Bay trailhead project, which is being led by the North Shore Scenic Drive Council (NSSDC). One of the Lake County Commissioners has suggested that there be a tourism center at that site. The Silver Bay Area Tourism Association/Heart of the North Shore has been talking about a center at Silver Bay. This Council is also interested in providing traveler information. All the stakeholder groups should be working together to meet this need. Upon a MOTION by George, second by Lee and all ayes, the Council will communicate to the NSSDC that there is a desire to work together on the concept of a multi-purpose information center at one location in this area. Motion carried.

The May meeting agenda will include an update on Skibo Vista, if applicable. Marlene will check back on the possibility of obtaining engineering services through a pro bono agreement. Cavan and Judy will report if there is anything new from the Forest Service on the project. Bryan will report if there is any update on funding.

The rest of the meeting was spent working on the draft brochure. There was a request to look into providing the brochure as a pdf on the website. The next draft of the brochure will be available at the May meeting.

Next meeting dates were set at 10 AM on these dates:

May 4, Hoyt Lakes City Hall
June 1, Silver Bay, North Shore Federal Credit Union
June 29, Toimi School
August 3, Toimi School

Upon a MOTION by Cheyenne, second by Lee and all ayes, the meeting was adjourned. Motion carried.

Superior National Forest Scenic Byway
Meeting Minutes 2/20/09
Hoyt Lakes Council Chambers

Present: Tim Engrav, Carol Youngberg, Bob Bartholomew, Cheyenne Denny, Marlene Pospeck, Tim Campbell, Bryan Anderson, Duane Lula, Lee Radzak, Adrian Ranta, Carol Kunnari, Bob Kari, Mary Somnis

The meeting was called to order.

Motion to approve the Minutes of the January 21, 2009 meeting was made by Cheyenne, second by Carol, approved unanimously. Motion carried.

The Council reviewed the Corridor Management Plan grant application.

The Council may need to find another source for \$10,000 in funding for the Interpretive Plan. Iron Range Resources does not have any way to release funds for a request like this, other than through the Culture and Tourism grant program, which has been allocated for this year. It is possible that the Council could apply for a grant for 2010 and do the Interpretive Plan in two phases, if needed. Bryan will research other possibilities for funding in the meantime.

Upon a Motion by Cheyenne, second by Lee and all ayes, the Council agreed to approach the Lloyd K. Johnson Foundation as a source of funding for the Interpretive Plan. Motion carried.

Duane reported that the Skibo Vista project is included in the Superior National Forest stimulus package proposal

Upon a Motion by Carol, second by Lee and all ayes, the Council agreed to apply to the DNR Coastal Zone program as a source of funding for the Interpretive Plan. Motion carried.

The Skibo Vista grant application that is being submitted by the Forest Service includes retrofitting the parking lot, improve the picnic area, adding interpretive panels and possibly relocating the vault toilet.

The group moved into discussion about ideas to improve and upgrade the brochure for the byway. The piece will likely be expanded to four panels to accommodate more information. Following is a list of ideas and input from the Council:

On the cover:

- add a photo of the road (good blacktop road) and the scenery
- don't use the name of the byway twice (once in title and again in logo/sign)

On the map:

- add the name of the byway along the byway (like Forest Highway 11 is now)
- like the new map with the boundaries of Superior National Forest showing
- take off the boundaries of Iron Range Resources' service area on the inset map
- move the list of points of interest so we can see the whole map
- use a map that shows a larger area of NE MN so we can see Ely to Duluth and Hibbing to Silver Bay

- show the Byway in red and add circle tours in another color, including routes to Duluth and Ely
- add a map scale and/or key showing that all these roads are paved
- fix the name – Split Rock Lighthouse Historic Site and State Park
- add the symbol for wayside rest at Toimi (open May – Oct)
- use a different “dot” designation for Toimi so it does not appear the same as the cities on the map
- move #3 (White Pine Interpretive Trail) north on Hwy 2 where it actually is
- add other places that are marked along the road: Pine Lake, Otto, Harris, North Shore Trail parking, Superior Hiking Trail Parking, etc. (these are to be added to the map and to the list)
- add lakes and their names

Photos:

- show the view at Skibo Vista
- add wildlife that we see along the Byway

Text:

- add more info on each point of interest
- outdoor bathrooms should be changed to toilets or vault toilets or something more clear so people do not expect plumbing
- emphasis on things to do in the forest
- add other places that are marked along the road: Pine Lake, Otto, Harris, North Shore Trail parking, Superior Hiking Trail Parking, etc. (these are to be added to the map and to the list)
- add Superior National Forest web address and update all others

Mary will take this input back to graphics department at Iron Range Resources and get back to Council with new and improved brochure.

Other

The Council discussed concerns about the numerous road designations: 5/15/16/110 and Forest Highway 11. Some expressed concern that Forest Highway was a deterrent for some travelers. Duane will check into requirements for the Forest Service designation and report back. Bob Kari suggested clustering signs to show travelers that the designations all apply to the same road.

Duane mentioned the two sources of \$4000 within the Forest Service that are available to fund an agreement with ARDC to provide staff support for the Council for one year. Thank you letters were signed by Marlene and Carol and sent to Jim Sanders and Mark Conley.

THANK YOU to Carol Youngberg for the fabulous caramel rolls. Rave reviews from all takers!

NEXT MEETING IS MONDAY, APRIL 6 AT 10 AM, IN SILVER BAY – MOST LIKELY NORTH SHORE FEDERAL CREDIT UNION MEETING ROOM. PLEASE MARK YOUR CALENDARS AND PLAN TO ATTEND.

Upon a Motion by Cheyenne, second by Lee and all ayes, the meeting was adjourned. Motion passed.

Superior National Forest Scenic Byway Council
Meeting Minutes
January 21, 2009 11:00 AM
Split Rock Lighthouse Historic Site

Present: Pat Kelley, Cavan Fitzsimmons, Cheyenne Denny, Judy Ness, Tim Campbell, Lee Radzak, Bryan Anderson, George Pope, Carl Kunnari, Robert Kari, Adrian Ranta, Mary Somnis

The meeting was called to order by Lee Radzak, Vice Chair. Upon a MOTION by George, second by Pat and all ayes, the minutes of the December 16, 2008 meeting were approved. Motion carried.

Judy reported that the regional office of the Forest Service and Mark Conley (Forest Service and America's Byways Resource Center) have each found \$4000 that they will dedicate to the operating costs of the Council. The paperwork is underway for a Partnership Agreement between the Forest Service and the ARDC. These funds will enable Bryan Anderson to write grants for the Byway and facilitate the meetings for 2009. The Council will send letters to thank Forest Supervisor Jim Sanders and Mark Conley. Mary will draft letters for co-chairs' signatures.

The representatives of the Toimi School requested a brief description and history of the group. Later in the meeting we will hear about the work they are doing.

The Council discussed the opportunity to apply for a Scenic Byway grant for construction dollars. This is an 80/20 matching grant (20% local). Forest Service funds can be used for the local match. The discussion is relative to the Skibo Vista project. The design for Skibo could be part of the Interpretive Plan, including some work being done by a landscape architect. The engineering and environmental assessment need to be addressed. In-kind provided by the Forest Service cannot be used for a match on this grant, but local in-kind contributions can be used. The Council could approach the cities or the county for the possible contribution of some of these services. For this project, the Forest Service would be the applicant, receive the money and administer the funds. Judy, Cavan and Bryan will meet further on the details. Upon a MOTION by Pat, second by Cheyenne and all ayes, the Council resolved to support a Scenic Byway application from the Forest Service for the reconstruction of the Skibo Vista overlook. Motion carried.

The Council discussed the opportunity to apply for a Scenic Byway grant for staffing to update the Corridor Management Plan (CMP) and seek funds to implement the CMP. Funds would become available January 1st to be used for one year. Other items could include public relations for the Interpretive Plan, a photo shoot, landscape architect work, community meetings, marketing and advertising. Advertising opportunities that were discussed include graphic ads on the Explore Minnesota website, brochure printing, and the promotion of northeastern Minnesota circle tours which utilize the Byway. Another opportunity is to apply for the Explore Minnesota Tourism scenic byway grant which is a 60/40 match, with the local match being 60%. Further discussion resulted in a Scenic Byway grant estimate of about \$18,000 for staffing and \$6,000 for marketing. Bryan and Mary will continue to work on the estimated costs for the work that is proposed. Upon a MOTION by George, second by Lee and all ayes, The Council resolved to support a Scenic Byway application from ARDC for the update of the CMP and other projects to be determined in ongoing board discussions. Motion carried.

The representatives of the Toimi School Community Center shared an update on the work they are doing and the plans they have for the center. A wayside rest was recently completed with bathrooms, running water, a picnic area and parking lot improvements. They are restoring the school to the way it was in the 1920's and working on exterior maintenance. They desire to develop more interpretation at the site and are looking for expertise in that area. Their plans could include pictures, oral history, exhibits and having a host on site during the travel season. This year they will install a photo mosaic at the picnic area of aerial shots from the 1930's and 2008. This will demonstrate the changing landscape from the time the settlers were clearing the land for farms and the current re-growth of the forest. The Toimi School Community Center will definitely be a component of the Interpretive Plan. The intent is not for the Council to tell them what to do on the site, but to help them achieve their dreams and visions.

Council needs to check on whether or not there are reciprocal links for superiorbyways.com on the website for the Superior National Forest and the Lake County Historical Society.

The next meeting of the Council is scheduled for Friday, February 20 at 10AM at Hoyt Lakes City Hall Council Chambers.

Upon a MOTION by Lee, second by Pat and all ayes, the meeting was adjourned. Motion carried.