

Superior National Forest Scenic Byway Council

March 8, 2010

Hoyt Lakes City Hall

"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:

Carol Youngberg, Silver Bay
Marlene Pospeck, Hoyt Lakes
Carlene Perfetto, Silver Bay
Adrian Ranta, Toimi School
Lee Radzak, Split Rock Lighthouse MHS

OTHER ATTENDEES:

Tim Campbell, Explore Minnesota Tourism
Mary Somnis, Iron Range Resources
Canvan Fitzsimmons, USFS
Judy Ness, Superior National Forest
Chris Loudenslager, USFS
Bryan Anderson, ARDC

Council Business

Carol Youngberg called the meeting to order at 10:16 AM.

Carlene Perfetto/Lee Radzak motioned to approve the September 21, 2009 meeting summary. – The motion carried.

Perfetto requested time on the agenda to discuss the impact of truck traffic on the Byway.

Radzak/Perfetto motioned to approve the meeting agenda. – The motion carried.

Interpretive Plan

Bryan Anderson provided an update on the status of the Interpretive Plan. Anderson reported that the University of Minnesota has been hired to complete the Plan. Funding for the plan has been obtained from the Blandin Foundation (\$10,000), Iron Range Resources (\$8,000), and the Northeast Minnesota Sustainable Development Partnership (\$13,000). The University asked the SNFSB Council to identify some key interpretive locations.

The SNFSB Council identified the following sites as high importance for interpretation:

- Silver Bay Information Center
- White Pine Interpretive Trail
- Toimi
- Cadotte Lake
- Jenkins Creek – great place to interpret vegetation
- Shiver Creek – impoundment area
- Skibo Vista
- Hoyt Lakes
- Aurora- possibly USFS Ranger Station

Scenic Byway Grants

Anderson reported that the National Scenic Byway Program is seeking project applications for their grant program. Anderson recommended that the SNFSB Council apply for two projects Skibo Vista Overlook and a Corridor Management Plan project.

Perfetto/Ranta motioned for the SNFSB Council to apply for a grant to make improvements to the Skibo Vista pull-off area. – The motion carried.

Perfetto/ Radzak motioned to apply for NSB funds to implement the SNFSB Council's Corridor Management Plan, Interpretive Plan, and Marketing Plan. – The motion carried.

Cairn Signs

Anderson mentioned that the North Shore Scenic Drive Council intends to approach the City of Silver Bay to gauge their interested in placing a cairn welcome sign at the intersection of the NSSD and the SNFSB. The NSSD Council asked Anderson if the SNFSB Council would like to have their logo on the sign. The SNFSB Council discussed the logo and agreed that if the cairn is built in Silver Bay that they would like to have the SNFSB logo on the sign.

Marketing

Mary Somnis reported that she has two boxes of SNFSB Brochures left. She mentioned that Iron Range Resources does not have the funding to reprint the brochure again this year. Somnis told the Council that if printing is going to occur this year that approximately \$1,800 in funding must be secured. Several members of the Council agreed to approach several agencies, businesses, and other institutions for funding and will report at the April meeting.

Anderson reported that the superiorbyways.com website is now being hosted by ARDC and is up and running.

Members of the Council discussed the possibility of marketing the SNFSB with all of the construction happening in Duluth during the next few summers it would be an opportunity to redirect traffic from I-35 to State Highway 33, to State Highway 53 and then to the SNFSB and onto the North Shore. Members of the Council would like Mn/DOT to present the Duluth mega project to them at the April meeting if Mn/DOT is available.

Highway Traffic

Perfetto reported that 22 belly dump trucks are running 24 hours a day for three years transporting taconite pellets from North Shore Mining to the Mesabi Nugget Plant. The Council is concerned about the impact of these trucks on the condition of the road. The Council asked Anderson to send a letter to the St. Louis and Lake County Highway Engineers to inquire about the impact these trucks will have on the driving condition of the road.

Agenda items for the next meeting include

- Duluth mega project presentation
- Invite local chambers of commerce
- Signage on the Byway by Highway 2
- Highway traffic – invite project staff
- Interpretive Plan – invite Mary Vogel

The next meeting will be held at Iron Range Resources on either Monday, April 12th or April 19th.

Radzak/Carol Youngberg motioned to adjourn the meeting at 12:37. – The motion carried.



Superior National Forest Scenic Byway Council

April 19, 2010

Iron Range Resources

"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:

Carol Youngberg, Silver Bay
Carlene Perfetto, Silver Bay
Adrian Ranta, Toimi School
Cheyenne Denny, IRTB

OTHER ATTENDEES:

Tim Campbell, Explore Minnesota Tourism
Mary Somnis, Iron Range Resources
Cavan Fitzsimmons, USFS
Chris Loudenslager, USFS
Bryan Anderson, ARDC
Mike Forsman, St. Louis County
Mary Vogel, University of Minnesota
John Kavanaugh, IRTB
Suzanne Bowman, IRTB
Robert Garrity
Yvonne Everling, Toimi
Jim Makowsky, Super 8 and AmericInn

Council Business

Carol Youngberg called the meeting to order at 10:00 AM.

Carlene Perfetto/Adrian Ranta motioned to approve the March 8th meeting summary. – The motion carried.

Bryan Anderson provided the Council with an update on the grant applications that were submitted to the National Scenic Byways Program. The Council submitted request for \$80,000 for improvements at Skibo Vista and \$28,000 for the completion of a Byway pull-off inventory and site planning. The applications have been ranked by the Minnesota State Scenic Byways Commission and have been forwarded to the Federal Highways Administration for funding consideration.

Anderson noted that the North Shore Scenic Drive Council did not submit an application for cairn sign in Silver Bay. The NSSD Council planned to submit an application for several cairn signs along the NSSD (Phase II) but because of right-of-way issues with the project the NSSD Council was unable to meet the grant deadline.

Interstate 35 Reconstruction Presentation

The Minnesota Department of Transportation (Mn/DOT) gave an overview of the Interstate 35 reconstruction project. Mn/DOT mentioned that the pavement is at the end of its useful life and that the reconstruction will be a long term fix. Mn/DOT mentioned that the project will be spread out over two construction years and will cost \$67 million. A detailed website with more information about the project is located at www.dot.state.mn.us/d1/projects/i35-reconstruct

The SNF Council discussed the potential of encouraging travelers to travel to the SNFSB a bypass the construction in Duluth. Tim Campbell mentioned that Explore Minnesota Tourism will not change any marketing efforts but mentioned that the travel councilors will have alternative routes through Duluth available for travelers.

Mike Forsman mentioned that highway 110 between Aurora and Hoyt Lakes will be repaved this summer and might cause some minor delays.

Other

Anderson invited the Council to participate in the North Shore Visitor Center Information meeting on May 25th. More details related to the meeting will be sent by May 1st.

Mary Somnis mentioned that \$1,800 is needed to reprint the SNFSB brochure. Perfetto mentioned that she wrote a letter to the Silver Bay Tourism Bureau but the request for funding was denied. Perfetto noted that she will be will also be contacting North Shore Mining with a request to help print the brochures. Suzanne Bowman mentioned that a letter requesting funds should be sent to the Aurora Chamber of Commerce. Cheyenne Denny said that she will talk to the Iron Range Tourism Board about funding for the piece. Cavan Fitzsimmons mentioned that he has budgeted \$300-\$400 towards brochure reprinting.

Interpretive Plan Overview

Mary Vogel from the University of Minnesota gave an overview of the Interpretive Plan planning process. A copy of Vogel's presentation can be found at www.arrowheadplanning.org/snf.

Vogel mentioned that the Interpretive Plan will have a mining theme at both ends (gateways) of the Byway. However, she suggested that the plan cover forestry along the Byway. She mentioned that the plan will show how we celebrate the northern forest and answering the question what is a northern forest. Other elements that the plan will cover include:

- Forest dynamics over time
 - Fire
 - Animals
 - People
 - Water
 - Recreation
 - Invasive species
 - Economics

- Who lives in the northern forest
- Who works in the forest
- Who plays in the forest
- Forest composition

The Council provided feedback to Mary Vogel. The Council agreed that the following pieces need to be included in the Interpretive Plan:

- The plan needs to reflect forest management practices
- Show how the forest impacts lives
- Long term forestry projections
- Show the ecological role of portions of the forest and the connectivity between species
- The natural, scenic, and recreational intrinsic qualities of the byway need to be echoed

The Council mentioned that Salo Lake should be taken off of the presentation graphic and it should be replaced with Toimi as an important interpretive stopping location.

Mary Vogel asked Council members contact her with ideas and thoughts related to the Interpretive Plan. Vogel can be reached at 612-626-7417 or vogel001@umn.edu .

Perfetto/Denny motioned to adjourn the meeting at 12:37 PM. The motion carried.

SUPERIOR NATIONAL FOREST SCENIC BYWAY

MEETING NOTES

JUNE 14TH 2010

SILVER BAY NORTH SHORE FEDERAL CREDIT UNION

Present: Adrian Ranta, Al Goodman, Marlene Pospeck, Bryan Anderson, Chris Loudenslager, Judy Ness, Mary Somnis, Ron Garoen, and Cheyenne Denny, and Carol Youngberg.

Meeting was called to order at 10:10pm, introductions were made, and agenda was approved as submitted.

Addressing the Road Conditions in the Superior National Forest

The group as a whole started off the meeting by discussing the hauling situation on the NSB of Superior National Forest. Hauling companies can sign a two-year contract that allows them to drive on this stretch of road which causes great concern regarding the condition of the road. Al Goodman talked about the possibility of trying to influence the use of rail systems rather than trucking to save the roads. But reminded staff that it was nearly impossible because of the costs in that it would be much more expensive than hauling with trucks even though that the railway would be much more efficient.

Marlene then built off of what Al had to say in that the railroad was just not an option because the railway would be just too expensive. The cost of Ore is going up and she stressed that you, as a business, need to maximize profits and the right way to do that now is use the road networks of the byway. She also stated that she was worried that the length of time that companies get to haul is directly correlated with the damage to the road and that worries her. Marlene then addressed to the group that we need to come up with a cost effective way to transport materials, which is primarily ore traffic, up and down the shore while maintain strong relationships between business and government. She also talked about Minnesota State Highway 44 and how there needs to be more signage and on these signs more information because people, primarily tourists, are not familiar with the area can easily get confused.

Chris Loudenslager with the USFS who was just stationed here also agreed that there needs to be more signage along the Byway because it can get a little overwhelming if you don't know where your going.

Al Goodman then started talking about the noise pollution on the stretch of highway that runs through Silver Bay. He stated that this was going to be addressed in a FY 2014 project that is currently underway. He then went back to addressing the hauling situation suggesting as of right now that the Byway undergo touchups until the hauling is over so that we can thoroughly assess the damage to the highway system. He then brought up the issue of promoting Highway 2 with curb appeal. New pavement and integrated landscape designs were a couple of different

options that he had suggested. He then talked about the new design of pavement that can last up to 20 years with some touchups after some time which may come cost effective.

Brochure Update

Marry Somnis was pleased to announce that the new brochure of the Superior National Forest is at the printer and ready to be made. She addressed that there were a couple of items added for the Silver Bay Section. There will be 30,000 brochures made which was the same as last year which was the perfect amount.

Interpretive Plan

Bryan Anderson addressed that an interpretive plan be implemented to have key members regarding tourism become more familiar with the area that they work in. Having them do it on their own time or hiring a charter service vehicle are two viable options, but the meeting members voted on hiring a charter service for transportation.

Corridor Management Plan

Bryan then talked about possible times for the next meeting regarding the Superior National Forest Corridor Management Plan and came up with the date of August 16th in Toimi. He stressed the fact that a Mesabi Nugget representative there to know what is going on and to build a relationship.

The meeting then ended with the approval of the meeting participants at 11:30.



Superior National Forest Scenic Byway Council

August 16, 2010

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:

Carol Youngberg, Silver Bay
Carlene Perfetto, Silver Bay
Adrian Ranta, Toimi School
Cheyenne Denny, IRTB
Lee Razdak, Split Rock Lighthouse MHS
Marlene Pospek, Hoyt Lakes

OTHER ATTENDEES:

Tim Campbell, Explore Minnesota Tourism
Mary Somnis, Iron Range Resources
Judy Ness, USFS
Chris Loudenslager, USFS
Bryan Anderson, ARDC
Jon Mason, ARDC

Council Business

Carol Youngberg called the meeting to order at 10:00 AM.

Carol Youngberg/Adrian Ranta motioned to approve the July meeting minutes. –The motion carried.

Carlene Perfetto/Adrian Ranta motioned to approve the agenda. – The motion carried.

Funding

Bryan Anderson reported the Council should consider the Rural Schools Funding as a potential way to fund the Skibo Vista project. Mary Somnis gave a brief overview of the Superior Resource Advisory Committee (RAC) available project funding. The available funding is only available to projects that benefit the Superior National Forest or nearby lands in some way. Applications are due by September 15th.

Skibo Vista projects and types of funding were discussed. Anderson recommended the first phase of Skibo should be considered for RAC funding. Judy Ness reported the toilet at the site will be replaced as part of economic development. Moving the toilet was discussed, but Ness mentioned the toilet was likely at that location for a reason and probably cannot be moved. Anderson will re-make contacts, evaluate the parking area, evaluate interpretation, create a new pedestrian plan for the parking lot, and take the word “design” out of the project.

Carol Youngberg asked Mary Somnis if RAC funding would be available to improve the fishery on Lake Superior. Somnis recommended Lisa Rodasavich-Craig as a contact for that type of project.

A motion to apply for RAC forest ecosystems funding for the Skibo Vista project was supported by Cheyenne Denny/Carlene Perfetto. -The motion carried.

Bryan Anderson reported funding needs to be applied for Explore Minnesota Tourism funding by October 1st. A type of project this funding might be available for is reprinting the brochure.

Cheyenne Denny/Carol Youngberg motioned to apply for Explore Minnesota Tourism funding for updating and reprinting the brochure- The motion carried

Regional Marketing Project

Anderson mentioned a three way joint marketing project with the North Shore Scenic Drive and the Gunflint Trail Scenic Byway would make a good application to the National Scenic Byways Program. Types of marketing for this would be internet marketing, ads during baseball games, and updating the Superior Byways site. Somnis mentioned regional marketing concepts should still exist. Somnis believes a regional partnership by the Gunflint makes sense in an effort to be known with the North Shore Scenic Drive.

Anderson mentioned it would be a good idea to have a regional marketing project discussion by October 20 for the upcoming State Scenic Byway Conference to make sure there are no double applications. Tim Campbell advised attendance to this conference to show support to the northeast region of Minnesota.

Strategic Planning Session

Bryan Anderson asked Tim Campbell run a strategic planning session because it has been nine years since the last work program. Campbell suggests the council review and adjust the strategic plan every three years. Anderson mentioned this will also help with the corridor management plan update.

The council worked through Campbell's program to find their 5-year-goals. The council ran out of time and Campbell suggested it be first on next month's agenda.

Other

The next meeting will be held on October 4th at 10:00 AM.

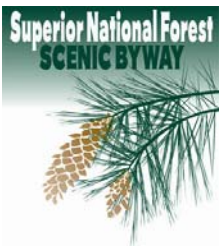
Campbell suggested the strategic planning session be first on next month's agenda.

Lee Razdak suggested an interpretive plan update be on next months agenda.

Chris Loudenslager mentioned a kiosk design at the USFS office and the possibility of tying it into the Byway.

Carol Youngberg/Adrian Ranta motioned to approve the meeting minutes-The motion carried.

The meeting adjourned at 12:13 PM.



Superior National Forest Scenic Byway Council

October 4, 2010

Hoyt Lakes City Hall

"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:

Carlene Perfetto, Silver Bay
Adrian Ranta, Toimi School
Cheyenne Denny, IRTB
Marlene Pospek, Hoyt Lakes
George Pope, SBATA

OTHER ATTENDEES:

Tim Campbell, Explore Minnesota Tourism
Mary Somnis, Iron Range Resources
Judy Ness, USFS
Chris Loudenslager, USFS
Bryan Anderson, ARDC
Jon Mason, ARDC

Council Business

Marlene Pospek called the meeting to order at 10:07 AM.

Carlene Perfetto/Cheyenne Denny motioned to approve the August meeting minutes. – The motion carried.

Carlene Perfetto/Adrian Ranta motioned to approve the agenda. – The motion carried.

Strategic Planning Session

Tim Campbell resumed facilitating the planning session that took place at the August meeting. The council completed the strategic planning session.

Marketing Update

Cheyenne Denny gave the council an update on the fall color tour E-blasts that were used on the StarTribune's website and the Pioneer Press's website. Mary Somnis mentioned it was a quick deadline, but the council was able to pull it together. Further collaboration of

the council was discussed for similar future projects. A byway photo shoot that would fully represent the area was discussed. The photo shoot idea was recommended to be discussed further at a later date.

Bryan Anderson reminded the council of the State Scenic Byway Conference and asked for everyone to please register, if they haven't yet, because it would be nice to have strong representation from the area. Somnis mentioned accommodations are relatively inexpensive and comfortable at the Gunflint Lodge. Somnis also mentioned the marketing strategy is a high priority because promoting the byways together looks favorably.

Interpretive Plan Update

Bryan Anderson provided an update on the Interpretive Plan. The University of Minnesota will provide a detailed update at the November Council meeting. The U of M is planning to submit a grant application to the Carlson Grant Program to allow for more detail in the Plan.

Anderson asked the council for a motion to approve a letter to be sent with some specific wording. It should say "yes, we support your application to the Carlson Grant Program, only for this project, and the extension would only be valid if the grant is approved." Support from the council is also dependent on their presence at the next council meeting. Anderson will invite them to the next council meeting.

Carlene Perfetto/Cheyenne Denny motioned to approve the letter to be sent to the University of Minnesota Center for Changing Landscapes supporting their application to the Carlson Grant Program with some key phrases to be put in the letter. – Motion carried with all ayes.

Other

Jon Mason gave a description and outlined the key points from a signage study done by ARDC. The results of this study will be used in the updated corridor management plan.

Anderson met with Loudenslager in September to discuss applying for Rural Schools Funding as a potential way to fund the Skibo Vista project.

The next meeting will be held on Monday November 15th in Silver Bay at 10:00 a.m.

Contact Bryan Anderson with agenda topics you would like to see on next months agenda.

The meeting adjourned at 12:20 p.m.

November 15, 2010 10:00 AM
AmericInn, Silver Bay



"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."

AGENDA

10:00-10:05 Welcome/Announcements

10:05-11:10 Interpretive Plan Presentation

- Questions
- Timeline
- Implementation

11:10-11:20 Marketing Update

- E-blasts update
- Silver Bay and IRTB partnership

11:20-12:10 Stakeholder Activity

12:10-12:25 CMP and Work Plan Update

- CMP questions for Council
- Work Plan draft review
- Future funding resources

12:25-12:30

- Other items to discuss
- Next meeting date
- Agenda topics

Bryan Anderson
ARDC
221 West First Street
Duluth, MN 55802

Phone: 218-529-7529
Fax: 218-529-7592
E-mail: banderson@ardc.org

