

**KEWEENAW TRAILS ALLIANCE**  
**Tuesday, April 8, 2008**  
**7:30 PM – SDC ROOM 237**

**MINUTES**

**PRESENT/REPRESENTING**

Bill Marlor  
Craig Hughes, Keweenaw CVB  
Mike Abbott, Michigan Tech  
Jeff Parker  
Lori Hauswirth, Chain Drive  
Mike Young  
Pat Szubeliak  
Caleb Wndel  
Terry Kinzel  
Sue Ellen Kingsley  
Chris Schmidt, Red Jacket Cycling  
Charles Eshbach, Michigan Nature Association  
Sam Raymond, Copper Harbor Trails Club  
Aaron Rogers, Copper Harbor Trails Club  
Jim Tervo, Chassell Recreation  
Evan McDonald, Keweenaw Land Trust  
Steve DeLong  
Jay Green, Keweenaw Nordic Ski Club

**INTRODUCTIONS**

Lori Hauswirth opened the meeting. No introductions were needed.

**REVIEW OF PREVIOUS MINUTES**

Minutes were reviewed from the previous meeting. No changes noted.

**ANNOUNCEMENTS**

Aaron reported that the Tour da Keweenaw fundraiser is scheduled for Saturday, May 17<sup>th</sup>. Events include road rides, benefit dinner at the Harbor House and music at the Keweenaw Mountain Lodge with funds going towards the Copper Harbor Trails.

Lori reported that the Copper Harbor Trails Acquisition project MNRTF application was not submitted for the April 1<sup>st</sup> deadline because of additional information needs. The project will be submitted for the August 1<sup>st</sup> deadline. Sam reported that a fundraising effort for local match funds of approximately \$350,000 would be kicked off this summer.

Lori reported that the Subaru IMBA/Trail Care Visit (July 31<sup>st</sup> – May 3<sup>rd</sup>) schedule was taking shape and would include a group ride on Thursday night at Churning Rapids and the free Trail Building workshops on Saturday and Sunday in Copper Harbor. Trail visits to Michigan Tech and Swedetown are also planned and hopefully a presentation to local business. It will be a busy weekend and unfortunately is also the weekend of conflicting races elsewhere: 24 hours of 9 mile, Firehouse 50, etc.

Jay reported that KNSC would be having a strategid planning vision session on April 17<sup>th</sup>, 7:30pm at his house to map out the next 5 to 10 years. Intersted persons should call or email if they need directions to his house.

Craig reported on preliminary ski trail memberships for the season: Swedetown and Chassell held their own, Michigan Tech was up and it was the first year for KNSC (Maasto) to be back on the multi-trail pass system. Numbers indicate that the pie is getting bigger which is better for all the trail systems.

Mike A. reported that donations were secured for the Michigan Tech Trails – Nara Trails ski trail expansion. Trail construction will begin this summer. Michigan Tech may homologate race courses using the additional trails. It is expected that the new Nara Chalet will become a higher use trailhead with the trail expansion. Mike Y. asked if Michigan Tech would be requestion help. Mike A. reported that their likely would to relocate singletrack trails affected by the ski trail construction but people would not be needed for seeding as they hope a bale blower will speed the process. Jeff reported that the new trails would add an additional 23-24 km of wide ski trail which would increase the available km by 50%.

Charlie asked about help with trail restoration on an old dunes bush road. The area has been torn up by ATV use. Any ideas would be appreciated. Craig suggested that the IMBA Trail Building Workshop and/or IMBA website ([www.imba.com](http://www.imba.com)) could provide resources for restoration ideas.

Marc reported that there will be a visioning session for Swedetown. Marc hopes to install a pump track somewhere at Swedetown.

Jim T. said Terry Smythe couldn't attend the meeting but was supportive of efforts.

### **REVIEW OF MISSION STATEMENT**

Considerable discussion was held regarding the proposed mission statement: "A partnership fostering a network of sustainable trails for recreation, health, transportation, economic and environmental stewardship throughout the Keweenaw." A few attendees felt that "economic stewardship" was not the best terminology. Discussion ensued but the mission was not fundamentally altered.

### **GOAL DEVELOPMENT (CONTINUATION FROM PREVIOUS MEETING)**

A brainstorming session was held at a previous meeting with the following voiced for consideration:

- Provide a means of communication between trail user groups, land owners and managers
- Provide a unified voice representing the common interests of alliance members
- Secure permanent access to existing trails and land for future expansions
- Promote and market trail and trail related activities (brand)
- World domination

Goals were further discussed and became:

- Provide a forum for communication between trail user groups, land owners, land managers and local government.
- Provide a unified voice representing the common interests of alliance members

- Develop a regional vision for trails in order to secure permanent access to existing trails and land for future expansions
- Promote the use of and market trail and trail related activities (brand)

(World domination was eliminated as a goal because it was slightly beyond the scope of the group at this time.)

### **OBJECTIVES/ STRATEGIES TO ACCOMPLISH GOALS**

Discussion was held on how the KTA can accomplish the identified goals. The following objectives were discussed:

#### **Goal 1: Provide a forum for communication between trail user groups, land owners, land managers and local government.**

Objective: Develop and maintain means of communication including: updated website, newsletter, and regular meetings.

Objective: Invite participation from local units of government (local, state and federal), planning commissions, and recreation committees as well as other stakeholder groups that may not currently be at the table.

Objective: Maintain and expand email list/contact list for all stakeholders and interest groups that may have a stake in trails.

Objective: Maintain database of trail expertise and resources available within KTA and from outside groups.

#### **Goal 2: Provide a unified voice representing the common interests of alliance members**

Objective: Build credibility as a 'balanced' local trail authority and become recognized as a source of knowledge for all things related to trails.

Objective: Track trail related issues and be active in representing trail interests.

Objective: Identify and develop methods of communicating with potential stakeholders and community at large.

#### **Goal 3: Develop a regional vision for trails in order to secure permanent access to existing trails and land for future trail expansions**

Objective: Create vision for regional trail system by gathering background information, engaging stakeholders and identifying potential trail connections.

Objective: Build upon existing trail efforts by identifying lands to protect through purchase and or easment with a focus on environmental stewardship.

Objective: Work with stakeholders to collaborate on trail projects and to identify/pursue potential funding sources.

**Goal 4: Promote the use of and market trail and trail related activities**

Create identity for KTA (brand) including: logo, brochure and website to communicate with all trail users and trail interests.

Collaborate with marketing entities in order to promote trails and related activities including: Keweenaw Convention and Visitors Bureau and Keweenaw Tourism Council, etc.

Develop promotional literature for local trails: webbased and printed guidebooks.

Provide support to local trail related events and fundraising activities.

**NEXT MEETING DATE(S)**

The next regular meeting is scheduled for: **Tuesday, May 13<sup>th</sup>, 7:30pm at the SDC Room 237.**

Future meetings of the Keweenaw Trails Alliance will tentatively be held on the 2<sup>nd</sup> Tuesday of each month.