

# Clark Twp. To Receive New Signs, Stronger Web Presence in 'Great Waters'

By Amy Polk

Clark Township will receive new signs and a stronger Web presence in a regional nature-based tourism venture with the Eastern Upper Peninsula Nature Tourism Alliance (EUPNTA).

Trustees voted 4-1 Thursday, December 15, to enter into the contract with the EUPNTA and will pay for it with a \$31,000 Economic Recovery program grant from the U.S. Forest Service. The grant is for the creation and generation of trail maps, eight signs in Clark Township, and creation of Web site profiles and marketing tools to improve Clark Township's online exposure to tourists.

EUPNTA's Great Waters marketing project calls for drawing tourists to the area and directing them to points of interest along sightseeing routes. EUPNTA has defined four such routes through Eastern Upper Peninsula communities along lakes Superior, Michigan, and Huron. The sites should appeal to tourists seeking unique natural, cultural, historical, and social experiences, according to EUPNTA. The group believes that a growing number of tourists represent the retiring Baby

Boomer generation, who are affluent and educated and seeking experiences unique to an area. They also like to shop, enjoy fine dining, and demand comfortable lodging.

Trustee Dana Leach voted against the action after making an unsuccessful motion to table signing the contract until the January meeting. Mr. Leach said he wanted more information, and wanted the opportunity to talk to EUPNTA's new chair, Linda Hoath, "to make sure everyone else (on EUPNTA) is on-board." Ms. Hoath is replacing Linda Hudson, who resigned from her position as chair of EUPNTA. The resignation will take effect January 1, 2006. Mrs. Hudson has been involved with EUPNTA since its inception, and represented Clark Township on its board when she was a trustee and for the past year while she served as Clark Township supervisor.

Mr. Leach's motion died for lack of support, and Mrs. Hudson then moved to sign the contract.

Under the contract, Clark Township will receive entrance and visitor orientation signs at eight sites of cultural and natural significance, which also will be

designated on maps. Project planners expect to spend \$6,685 on signs.

An estimated \$17,795 will be spent to design and print 50,000 route maps that will identify the activities available in the Great Waters region, business hours, accessibility, and other information. The maps will be distributed at trade shows and in brochure racks, here and out of the region.

The Web site work will cost \$6,820 and EUPNTA promises it will result in more exposure for the township.

"This increases our ability to get hit on through search engines like Google," said Bud Lowers, Les Cheneaux Chamber of Commerce and Tourist Association coordinator, who attended the township board meeting. "The emphasis is as local as possible, because we want to support local businesses."

Mr. Lowers' statement was in response to a question by Treasurer Katie VanEenaam-Carpenter, who said, "I want to make sure Clark Township businesses and historic sites are benefiting from this project, since we're devoting the time, resources, and energy to it."

About five years ago, Clark Township endorsed "A Plan for Les Cheneaux," an economic improvement plan that included promoting and marketing nature-based tourism in the Les Cheneaux Islands. EUPNTA was developed as a regional spin-off of the Les Cheneaux tourism plan.

Mr. Lowers and Tom Augugliaro, president of the Les Cheneaux Chamber of Commerce, endorsed the project as a way to help develop M-134 as a Heritage Route, which may make the community more eligible for state and federal grants in the future.

In other business, trustees

approved permits for the Living Nativity in Cedarville December 19 through December 22, Midwest International Racing Association Snowmobile Racing in Cedarville January 28 and January 29, 2006, Music and Art Dockside July 16, 2006, and Art in the Park September 2, 2006.

Mike Patrick, Marti Hart, and Michael Miller were appointed to the Planning Commission. Mr. Patrick, who served the remainder of Dale Streichert's term, was assigned to a two-year term ending in 2007. Mr. Streichert, who served a tour of duty in the Middle East, said he wanted to return to

the Planning Commission in the summer of 2006, but Mrs. Hudson said she would offer him a position in January of 2007 because his seat needed to be filled immediately.

Mrs. Hart replaces Cheryl Sands, whose term expired. Mrs. Sands chose not to serve again.

Mr. Miller replaces Kelly Rudd, who wrote a letter of resignation saying that, while she supports the Planning Commission's goals, she is no longer able to fulfill her duties.

Trustees voted to meet the third Thursday of the month at 7 p.m. in 2006, except December, which will be December 7.

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### Students Dedicate Christmas Tree to Gifts for Pets

Students contributed for the fourth year in a row to the Dog and Cat Tree, which stands in the St. Ignace Middle School lobby. The bags of collected pet food will be donated to the Mackinac County Animal Shelter. Pictured are (from left) Melissa Culfa, Spencer Crystal, Jennie Bird, Autumn Huskey, Kachine Chingwa, Jaici Shiemke, Rebecca Ross, Molly Sweeney, and teacher Laura Janeczek.

**'96 Taurus**  
stk#21020B Was \$3,495  
**Now \$2,995**

**'03 Concorde**  
stk#20955A Was \$13,795  
**Now \$12,750**

**'04 Grand Marq.**  
stk#6230 Was \$18,295  
**Now \$16,950**

**'99 Grand Marq.**  
stk#1811B Was \$9,950  
**Now \$8,350**

**'02 Grand Marq.**  
stk#6234 Was \$12,995  
**Now \$11,850**

**'01 Cougar**  
stk#21144A Was \$9,995  
**Now \$8,525**

**'04 Escape**  
stk#6175 Was \$18,850  
**Now \$17,995**

**'92 E-150**  
stk#6187 Was \$1,785  
**Now \$1,500**

**'00 F-150 Tan**  
stk#21054A Was \$11,975  
**Now \$11,225**

**'00 F-150 Black**  
stk#6118B Was \$8,250  
**Now \$7,950**

**'01 F-250 Blue**  
stk#21079A Was \$19,450  
**Now \$18,995**

**You Must Have Been Really Good This Year!**

**'00 Blazer**  
stk#20997A Was \$10,150  
**Now \$9,650**

**'99 F-150 XL**  
stk#21066B Was \$10,995  
**Now \$9,450**

**'01 F-150 Crew**  
stk#21099A Was \$16,885  
**Now \$16,225**

**'96 GMC**  
stk#3429B Was \$5,895  
**Now \$4,995**

**'99 Astro**  
stk#6106A Was \$7,495  
**Now \$6,550**

**'01 Explorer Spt.**  
stk#6202A Was \$9,995  
**Now \$9,325**

**'02 Expediton**  
stk#2116B Was \$17,195  
**Now \$13,975**

**'00 Explorer Tan**  
stk#21121A Was \$11,485  
**Now \$10,350**

**'00 F-250 4x2**  
stk#21056B Was \$16,395  
**Now \$15,250**

**'04 F-150**  
stk#1823B Was \$23,995  
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**'03 Chevy Green**  
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