

Michigan North Central State Trail

## Asset Inventory Website Q & A

November 17, 2009

The Asset Inventory is the first phase of a Partnerships for Change funded project to help build a visitors portal website for the North Central State Trail. Before we can encourage visitors, we need have a comprehensive list of places, or **assets**, visitors may want to visit. The asset inventory will be performed by trail stakeholders using a web-based information management system. This document provides a brief introduction to the project and project website.

### What is an asset?

An asset is a place you can stand. It is a dot on the map. For this project, it is a place that someone using the North Central State Trail would want to visit. Also, an asset can be a service those visitors may need or want to use when they visit.

### Where is the website?

During the asset inventory phase, it is at <http://207.74.238.32/northcentraltrail>

### Who can use the website?

Anyone can browse some of the asset information. In order to add or edit assets, you need to have an account and log in to the website. Persons attending the training session on November 18, 2009 will get an account. To get an account at another time, please contact Steve Schnell, Community Development Director at Cheboygan County: (231)627-8485 or [steve@cheboygancounty.net](mailto:steve@cheboygancounty.net).

### What is the Asset Inventory website for?

In this phase, the goal of the website is simply to store asset inventory information. Later phases will use the information gathered in this phase to expand the website for potential and current visitors, and to support marketing efforts.

### What is an example of an asset?

Any place that can be represented as a point on a map can be an asset: A museum, an interesting rock outcrop, a trailhead, a restaurant, a visitor center, a historical marker, a canoe launch, a fishing platform.

### What should NOT be considered an asset?

Any place that has large geographic scope should **not** be entered as an asset. Places like a city, village, township or county; geographic features such as rivers or mountains; organizational entities such as state and county parks. While important, these places are too large to be considered as a *single* asset. Rather, they are usually made up of multiple assets. A city will have a museum and a restaurant. A river will have many places to launch a kayak or fish. A state park will have visitor centers, campgrounds and trails.

### What do I need to know about an asset to add it to the inventory?

To start, you will need to know the asset's common name and be able to locate it either with an address or by finding it on a map. You'll need to know generally what would attract people there (Is it a trail, a lighthouse or a restaurant? If it's all three, you'll have to pick the **one** that seems most obvious!). You'll have to know what people can do there (Can they hike, learn something or eat there?). You should

write a short description of the asset. One or more digital pictures of the asset would help. Finally, you should know something about how and when people can visit the asset.

**Once we have added a bunch of assets, then what?**

Over the next few weeks, LIAA will be working to build a visitor friendly website around the asset inventory. You may be asked to write or take responsibility for developing the content for a specific area of the website.

At today's session, we would like your ideas about what features you would like to see the website exhibit.

**Who do I call if I have questions about or problems with the website?**

If the question or problem is of a technical nature (e.g. "How do I add activity notes again?", "I submitted an asset and I got an error message!", "I am trying to post a picture, but it just sits and spins!"), please contact LIAA at **231-929-3696** or **support@liaa.org**.

If your question is about the project or the asset inventory process, please contact Steve Schnell, Community Development Director at Cheboygan County: **(231)627-8485** or **steve@cheboygancounty.net**.