**VOREC Notes – 07/14/2017**

**10:00 – 10:45**

Introductions/New Member

Attendees: Sara Lang, Jeanne Gervais, Mike Snyder, Jessica Savage, Shane Prisby, Josh Ryan, Marc Sherman, Amy Kelsey, Steve Cook, Craig Whipple, Roger K, Tom Stuessy, Mike DeBonis, Hal Ellms, Drew Simmons, Frank Stanley

June Meeting Minutes Approved

* Motion to Accept Minutes Tom S; Mike D Second
* Accepted Minutes

Grafton Conference Updates: Grafton Conference Subcommittee

* Issues for conference – limitation on number of people that can attend.
* Proposed Grafton event committee. Where does the subcommittee stand?
  + Gotten a lot of “Yes” RSVP’s. Open through today. Recommended all present members to RSVP today.
  + Still determining keynote speaker. Governor might kick off event. Also requested Congressman Welch. Welch active in outdoor recreation; sponsored bill requiring feds to quantify economic development in this sector.
  + Funders clearly want deliverable/report/roadmap of steering committee work. Locking down facilitators to make good on report. Asked for feedback from committee.
    - Mike D.: Anything we can do beforehand to make sure people’s voices are heard? Gap analysis? Understand draft attendee list.
    - Tom: Maybe a panel more appropriate than single keynote speaker in order to represent all voices.
    - Steve: Any part of panel or keynote that we could broadcast? Sections of conference that we could promote?
    - Mike S.: Supported idea. Great thought.
    - Roger: Can you describe the report? Something that’s going to dictate path? List conclusions?
    - Mike S.: Facilitated small groups reporting out to full group that then votes on ideas. Report notes on meeting and key points agreed to in meeting. Basically, report and actionable items. Funders have considered this being first of three Grafton meetings and possible regional summits.
    - Roger: People might feel left out if report denotes final decisions rather than roadmap.
    - Mike S.: Agreed. Separate point. Governor addressed interest in steering committee after it was finalized by encouraging interested individuals to participate though there is no room on committee. Asked committee to encourage the same spirit.
    - Amy: More definition about what we’re communicating and how? Need to get ahead of thought, “How am I not excluded?” Need consistent plan.
    - Mike S.: Yes, that is big part of this meeting. But we’re still on Grafton.
    - Craig: What is the timeline?
    - Jessica: Once facilitator locked down, will establish schedule. 3 or 4 conversations or phone calls before meeting. Will send out second wave of invites if all 42 spots not filled before meeting. Still have talk with facility staff. Been focused on getting invites out and getting facilitator.
    - Drew: Almost too many deliverables in last report.
    - Mike S.: Could address that.
    - Josh: What exactly is going to happen at this conference? What are committee member responsibilities?
    - Mike S.: Essentially just ran through conference agenda. Member responsibilities – be present, engaged, active. Be leaders.
    - Jessica: Additional responsibilities – do what facilitator asks and maybe debrief more thoroughly afterward.
    - Frank: Maybe topic we could design. List top 15 important questions?
    - Mike S.: Maybe we could establish those before? Yes. Move to next in agenda.

Data Assets & Gaps

* Dave: Asset map allows for communication between user groups (ex. Climbers v. Hunters). Allows communication and alleviates friction. Communication from outside industry very fear based.
* Mark: Definitely could use a venn diagram of some sort. Need way to communicate other side of story. Quick 5-bullet-point assessment of what other side is saying and why it’s valid.
* Jessica: Showing data about what we know leads discussion about what we do not know. We do not have data asset map right now, so maybe we could use one.
* Mike S.: Governor (before he was governor) seemed really interested in painting picture of “What is the outdoor economic industry in Vermont.”
* Sarah: I have a lot of relevant data. Could do snapshot.
* Mike S.: Good. You’re committed.
* Dave: Issues that affect outdoor industry also affect others. Don’t need to limit them to outdoor industry.
* Mike S.: Agreed.
* Steve: Have spending data from Visa that we could use. Propose sitting down to consolidate in order to avoid double dipping in data points. One report instead of smaller fractured reports (ex. Economic effects of fishing or hunting).
* Shane: Placing trail data in our GPS revealed some undiscovered areas. Maybe aim to preserve some areas to promote since of discovery.
* Mike S.: Maybe use one map that displays diverse info (ex. Trail info, shop info, etc.), so users can plan trip around different topics. Think Vermont?
* Steve: Economic marketing strategy of Think Vermont. Promote quality of Vermont through outdoor recreation.
* Mike S.: Maybe we could link up with Think Vermont.
* Josh: We could promote locally-sourced construction and maintenance of trails. Similar to think local movement. Way to attract people and another layer of jobs.
* Drew: Maybe third on the tier. Microstories. All this work that goes in behind the scenes. Another great thing to incorporate is the people behind these stories.
* Mike D.: Set tone. Could go into this on a wave of positivity.
* Hal: Consider topics for legislature at conference?
* Mike S.: Certainly. Can be another bucket to cover at conference.
* Tom: Could write three question survey for council members. Might add to data about volunteer hours, which could be profound. Maybe show video of volunteers working.
* Josh: Maybe looping powerpoint presented throughout conference?
* Mike S.: If you’ve got any stuff or ideas, send to Jessica.
* Mark: Need to consider more than those who use trails. Reach those people who sit out their couch. They still need an economically viable state. Need to stay focused on top tier – what resources do we have, and why does that draw people here?
* Mike S.: That “top tier” is priority of the governor and what got us here.

**10:45 – 11:30**

Communications

* Mike S.: What is everyone hearing? What questions are you getting?
* Shane: How are we focusing on younger generation?
* Drew: Thoughts – need to communicate success stories like western states.
* Drew: Can we actually promote what we’re doing? Need to be careful of spreading information before anything actually happens because we’re a steering committee?
* Steve: Communication from VOREC vetted through state agency probably wouldn’t be issue. Can be quick and efficient.
* Drew: What does that mean in terms of the state?
* Steve: 2 or 3 days?
* Drew: Why don’t we create subcommittee responsible for communications, media, newsletters, etc.?
* Mike S.: I accept the endorsement.
* Drew: Would we need entire committee consent or just subcommittee consent for releases?
* Mike S.: Maybe I could be on subcommittee. Don’t want subcommittee going off reservation but also don’t want entire committee to have to meet for every release.
* Mark: Need some kind of social media. What kind of vetting is needed for social media communications?
* Amy: Need guidance on how to collect community feedback.
* Steve: Could open meetings to public.
* Mike S.: Will have public comment period.
* Craig: There are things we cannot communicate yet (ex. When summits will be), but there are also things that we can communicate (ex. What VOREC is about or what type of feedback it would like from the public).
* Drew: Going through state probably best way to go for communications. Need easily distributed summary of each meeting. Could also reach out to younger contributors for blog posts, etc.
* Hal: What type of feedback are people getting?
* Mark: Purpose does not really step aside from outside recreation piece to focus on top tier priority.
* Mike D.: Lot of feedback – is this going to accomplish anything, or is it a mere paper exercise?
* Mike S.: That’s certainly the perception we want to avoid.
* Roger: Ranked 2nd in quality of life. 35th in business opportunity. Need to focus on everything.
* Sarah: Group in Bennington County trying to accomplish what VOREC is accomplishing.
* Drew: Colorado Springs similar City initiative that has been successful.
* Dave: Only qualified hires that they’ve made were from out West. Only knew stereotypes about VT.
* Mark: Need to sell big picture, not just individual parts.
* Drew: Could spread word at conferences and see how other states market themselves. Could host a similar event.

Report on Communications with Constituents

Communications Strategy

**11:30 – 12:30**

Regional Summit Planning

* Jessica: Need general availability in the fall from committee members. Also need venue advice. Want to lock us into dates.
* Mike S.: Will need members help to reach all corners of the state.
* Sarah: What is purpose?
* Jessica: 2 purposes. Will take report and ask what people think of it. Have second part of meeting be region specific. No predetermined set of expectations. Set 5 regional summits and an alternative to being at those meetings.
* Mike S.: Thoughts? Anyone want to tweak it?
* Mark: Maybe set up event on social media to get feedback.
* Hal, Tom, Sarah joined regional summit subcommittee.
* Mike S.: Agenda saves time for public comment. Any public comment? None.

**12:30 – 1:00**

New Business and Next Meeting

* Mark, Drew, Frank joined communications subcommittee.
* Mike S.: Short term, would like communications subcommittee to establish answer to question, “What are you doing, and how do I get involved?”
* Mike S.: Contemplate next meeting and agenda.
* Hal: Any possibility of attending trade show?
  + Mike S.: Yes, but need to talk about it. Maybe conversation at another event about what it would look like.
  + Steve: What departments go? Tourism and commerce?
  + Hal: Yes, collaborative like that. Really need to enforce brand of Vermont.
  + **Mike S.: Make topic of future meeting discussing trade show.**
* Tom: Want to meet again before regional summits start?
* Jessica: Yes, thinking of August, but have not nailed down dates. No need for monthly meetings during regional summits. Want me to set a date in August? Will need debrief after regional summits.
* Mike S.: Will reach out to set next meeting.