**VOREC Steering Committee Meeting**

February 23, 2018 at National Life, Montpelier

**Attendees:** Mike Snyder, Tom Stuessy, Drew Simmons, Jeanne Gervais, Trey Martin, Bill Supple, Hal Ellms, Sarah Lang, Josh Ryan, Wendy Knight, Marc Sherman, Tim Tierney, Jessica Savage, Becca Washburn, Caroline Zeilenga, Craig Whipple, Suzanne Kelley, Emmy Wollenburg

**Mike S: Introductions**

**January Meeting Minutes Approved:** Trey motion to approve, Tom second, none opposed, no abstentions

**Mike S: Review Agenda**

**General Updates: Legislation**

Mike S:Discussion of S.276 status

Wendy: Discussion of ThinkVermont MOVE (Motivate Out-of-State Visitors and Entrepreneurs)

Mike S: Updates from members?

No member updates offered.

**General Updates: National Standard for Outdoor Recreation Impact**

Mike S: Discussion of request from Congressman Welch’s office for VOREC input on the national standard for outdoor recreation impact.

Drew: Goal is to make best possible document for Vermont’s outdoor rec economy. Would be interesting to see data more broken out—for example, “motorized vehicles” includes RVs as well as snowmobiles. Non-profit jobs and economic impact are missing, how do we suggest where to look for this data?

Drew proposes to form a sub-committee. Tom, Hal, Tim, Trey, Marc, and Ken Jones recommended for committee. Group will report back.

**VCF Sponsorship Opportunity for NORC**

Jessica: Discussion of NORC Conference scholarships available and how to apply.

**Outdoor Business Alliance Update**

Mike S asks for OBA update from Drew.

Drew: Gathering a group of core businesses to determine goals and be sure organization’s work doesn’t overlap with what other groups are already doing. Inviting feedback on what VOREC, VOICe, and others want to see in a business alliance. Initial definition is an organization for outdoor economy businesses, with initial goals in economic development: to attract, strengthen, and expand outdoor rec businesses in Vermont.

Discussion of OBA involvement and next steps. Decision to further discuss OBA at next meeting.

**Action Plan: Priorities, Resources and Timelines**

Mike S: From our recommendations, key priorities OBA, Act 250 trails, outdoor rec friendly community, and gear loaner program are already begun. Can we identify the next items we want to move forward on?

Drew: Designating outdoor rec as a key industry in Vermont.

Wendy: This requires only short-term staff time and would be an easy win.

Wendy: Hosting a Governor’s summit.

Hal: Creating an asset map.

Mike S: Second Hal’s suggestion.

Discussion of data assets and resources available, and definition of what is included in outdoor rec data

Drew: Status of motor vehicle registry and state park opt-ins?

Mike S: Would like to pitch in fall for FY20 budget.

Discussion of free day use in Vermont State Parks for Vermont vehicles, and revenue from this program.

Marc: Create an incentive for VEDA to create a funding mechanism making it easier for businesses to support the outdoors.

Mike S: We’re advocating to make outdoor rec a type of business VEDA offers favorable lending to.

Mike S: FPR committing to work on the following recommendations: VEDA, RTP process, streamlining connector trails on state lands, landowner liability guidance, revising ATV policy, DMV registration and state parks. ACCD committing to assistance with key industry designation, asset map, ThinkVT.

Marc: Federal funding opportunities given Congressman Welch’s support.

Mike S: We should have a plan for what we would use a large funding source for.

Mike S: Workforce pathways for people to enter the outdoor industry.

Drew: Second this idea.

Josh: Year-round jobs for millennials. Not just internships and colleges—build network to employ people year-round.

Discussion of year-round employment as a component of education and career pathways recommendation, and ideas for other partners to work with.

Trey: Outdoor rec in K-12 school curriculum. This is an economic development tool that sets Vermont schools apart and attracts new residents. Could begin through an individual school district as a pilot.

Tim: Could be incorporated into afterschool programs rather than school day curriculum.

Sarah: Make stewardship/trail work qualify for high school volunteer hours.

Drew: Create an outdoor ethic.

Tom: Second this idea.

Jessica: We have many ethics we subscribe to that we could adapt and adopt.

Bill: What is our role now in pilot program? Are we no longer participating?

Mike S: Pilots put forth because they demonstrate our ideas. Expectation is that VOREC will develop and advise — this is specifically listed in the proposed legislation (S.276)

Wendy: FPR, ACCD, and VOREC all identified in statute for criteria developing pilot and choosing towns.

Discussion of pilot idea and towns initially considered, VOREC summit with towns to generate best criteria, and ensuring program funding each year.

**Health and VOREC: Vermont Dept. Of Health Community Programs and RiseVT**

Suzanne Kelley introduction: Works for Dept. of Health in physical activity and nutrition with healthy community design. Creating communities with access to physical activity and healthy eating. Offered funding to healthy community programs. Examples: Swanton trail connecting schools and retail shops, Newport bike rack donations, Morristown park improvements. Also discussed integrating language and addendums in town plans, and loaner program grant money (for example: to check snowshoes out of public libraries).

Discussion of success measurements, selecting and working with communities.

Emmy Wollenburg introduction: Works for RiseVT, which began as a partnership between State and Northwestern Medical Center and focuses on obesity as priority for community collaboratives. Seeing good local results and developing toolkits to affect change at school and municipal levels and replicate successes of Franklin County around state. Examples: increased signage, art on trails, walking school buses.

Discussion of RiseVT and collaboration experiences.

**Public Comment**

No members of the public in attendance.

**New Business and Set Next Meeting**

Mike S: Will send suggestion for next meeting date via email.

No new business.

Trey: Move to adjourn.

Bill: Second.

Mike S: Meeting adjourned.