

VOREC Meeting Agenda: January 4, 2019

Advance Packet:

- November Meeting Minutes
- VOREC Community Grant Program Summary of Proposals

Meeting Begins 9:00 am

Location: Dewey Conference Room, Dewey Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

9 -9:10 am: Welcome: Michael Snyder, Chair

Review and Approve Minutes from November Meeting

9:10-9:45 am: Updates

- Chair Update
- Member Updates
- VOBA Update

9:45- 10:30 am: Guest Speaker - Barry Lampke, ECHO

Vermont Clean Water Network

10:30-11:15 am: VOREC Community Grant Program (Becca)

Summary of proposals received

Overview of review process & timeline

Report to the Legislature

11:15-11:45 am: Public Comment

11:45 am-noon: New Business & Discuss Topics for Future Meetings

Noon: ADJOURN

2019 Meeting Dates - Locations TBD:

February 8, 1-4 pm

March 8, 1-4 pm

April 12, 1-4 pm

May 10, 1-4 pm

June 7, 1-4 pm

July 12, 1-4 pm

VOREC Meeting Notes

January 4, 2019

VOREC Steering Committee Present: Michael Snyder (Chair), Wendy Knight (Vice-Chair), Drew Simmons, Trey Martin, Mike DeBonis, Josh Ryan, Sarah Lang, Jeanne Gervais, Amy Kelsey (on phone)

Members of Public: Chelle Grald, Ed Morris, Tim Tierney, Molly Mahar, Josh Pombar (Turtle Fur), Kelly Ault (VOBA), Barry Lempke (ECHO)

FPR Staff: Jessica Savage, Becca Washburn, Craig Whipple

Meeting convened at 9:10 am

Introductions

Minutes: Motion by Mike DeBonis to approve, Drew Simmons seconded, Discussion: Becca noted minor changes put forward by Bill Supple, modified minutes approved

Updates from Members:

Chair Michael Snyder initiated discussion on inclusion of attendant activities in definition of Outdoor Recreation: what does OR include? Does outdoor set up a wall? Indoor swimming/fitness programs not in competition with OR, but this is how OR enthusiasts stay fit for the outdoors. Total connection between the two. What do we do with this?

Discussion focused on purpose of definitions, communication and inclusion. The VOREC Charter document contains a definition of Outdoor Recreation for reference. Indoor but related businesses such as Concept 2 Rowing and the Swimming Hole could be connected easily to VOREC's work.

Snyder will be travelling to SHOT show (Shooting Hunting and Outdoor Trades) in NV at end of month and meeting with other directors of state OR offices.

Whipple: updating POS/reservation system, another banner year for parks, increasing park staff

Washburn: RTP grants: \$400,000 on state lands, same available for RTP, selection committee will have new members, ACCD planning grants saw lots of recreation projects, working on trail standards/guidance with our partners

Savage: LWCF demand, First Day Hikes

Simmons: started recording some conversations as part of podcasts with OR state directors, Involved with group trying to get folks involved with confluence together

Martin: Forest Partnership with VTGC good conversations, connected with TPL and private public partnerships out west. Roger Krusman was here last time and talked about ROI for conservation: plug to talk about all the different value streams for economic dev. Related to OR. Measure investments and ROI. Pro bono work from law students available for OR businesses

Knight: Dep. Commissioner left, legislature starts on 1/9. 2 capital for the days: Essex 1/29. Orange County 2/26. Director of Communications: Nate Formulari (sp?). Fishing promotion: money with LCI and

F and W. Opted not to sponsor LCI tournament: moving away from subsidizing events like that and not sponsoring events. Tourism report: winter tourism is especially important in Vermont compared to other NE states. Investments at ski resorts important

DeBonis: how recreation trails are regulated thru Act 250, recently there's been a healthy effort thru VTGC and Forest Partnership: are there ways to improve Act 250 and trail regulations or alternative process? Looking to this process to have good recommendations to Act 250 commission. 2019 marks 50th anniversary of modern GMC caretaker program which helped create backcountry ethics and stewardship. We'll be celebrating that this year with our partners. Mountain Stewardship summit, maybe white paper and bringing attention to it.

Ryan: trail season done, spending time in Maine at camp and thinking about efforts here while there. No connectivity there with efforts. Reciprocal snowmobile trail passes with NE states isn't happening because NH is out.

Lang: Southern VT is finishing up their CEDS (5-year plan): one objective includes recreation. Final public meeting on Monday

Gervais: Island Pond has put out a video promoting winter outdoor recreation to be distributed in Northern NE and translated in French for Canadians. VAST club is grooming 6-7 days a week: send link to video to group

Tierney: NBRC update: now statewide and amount will be announced soon (increase). Utilizing natural resources and recreation big part of it. Getting big ideas from this group is good: looking to subsidize OR economy. Vermont booths at trade shows: looking to promote that. Small Business Assoc. able to get good real estate for that

Kelsey: helping group with RTP application and thanks for work on Act 250 process, and it's good to see these opportunities streamlined.

VOBA: Kelly Ault. Steve Charest in serious condition at ICU from climbing accident. GoFundMe site has seen tons of support. VOBA has filed as non-profit, est. Board of Directors, exec. Committee, organized as collective impact with workgroups. Hilary DelRoss is helping VOBA blueprint for establishing and growing an OR biz in Vermont. Policy briefing in a couple of weeks for legislative efforts that impact VOBA members. Partnerships with VTDM in exchange for assets from members for seed money. Series of roundtables this year: March 6, June (need to get dates). Date in October: industry summit.

Guest Speaker

Barry Lampke, ECHO/Vermont Clean Water Network

Presentation on Vermont Clean Water Network and connection to VOREC goals, Powerpoint to be shared on VOREC website.

VOREC Community Grant Program:

Washburn provided an overview summary of the grants received. Recreation is at the center of economic development for many towns in Vermont. 29 proposals, \$1.69 million requested.

Discussion:

Simmons: in proposals, is there a completion date? How many projects will be done this year?

Each proposal contains a timeline: many of them are more than a calendar year to be conservative. Many of these projects understand being competitive means getting things done quickly.

Simmons: need to know proposed benefit of these projects: impact vs. ask.

Knight: what role VOREC steering committee will play. Preference will be for a few communities. Economic need as a criteria: how do we rate that?

Washburn reviewed the application and talked about how the applicants needed to speak to each of the criteria and especially speak to the 4 pillars of VOREC. Variety of communities might be important.

Ryan: recommend funding one that's a build and one that's a plan. Question about carryover. Are you seeing repeat customers? Yes overlap with other grant programs.

Construction projects are eligible for other programs, but with much more red tape. Most projects are eligible, but we will review to make sure.

How do we capture enthusiasm even though we won't be able to fund many of these projects? Washburn said it seems like it was a good opportunity for communities to articulate using OR as an economic cornerstone.

Simmons: as long as we select a great community, it will make sense to those who don't get it. He thinks we shouldn't try to do it all (or multiple communities perhaps)

Washburn: encouraged creativity, let them know they might not get full funding and smaller asks were encouraged.

Some people didn't apply but it was to be intentional and thoughtful: good narrative for legislature

Put applications in a common place for reviewers. VOREC steering committee as advisory to entire process.

Becca went over selection committee and timeline handout: most members are committed, a few TBD based on organization. Report to legislature due 1/15. Hoping to make an announcement in early March.

Report: can talk about the range of applicants, narrative of need, gaps, ripple effects in other programs, sharing key messages. How would VOREC want us to tell this story to legislature?

Process, data, key things we've learned and where we're going next. Other messages: Articulate potential economic impact if we could invest fully. People are very excited and how we can articulate that. Geographic range: plans that people have put together and people are ready to go now. How we will help these communities even if they don't get the funding. Can we get back in touch with these communities and get them to advocate for the program?

Debonis: these communities represent the core of what we've been trying to show as the landscape of OR economy in Vermont.

Washburn: project teams were encouraged to be creative: really exciting teams put together.

We asked municipalities to be the sponsor, but many leadership was thru other organizations. Heard from some organizations that this application process forced a conversation and had some good collaboration come from that.

Public Comment:

No public comment offered

Upcoming Meeting Dates and Topics:

Savage presented upcoming known meeting topics (February is Workforce Development, March or April is CT River, October for a summit, etc.) What is VOREC's role with tackling stewardship funding in a meaningful way: we have the right people here so how would we structure it and most of the work would be done outside of these meetings. Knight suggested that it's time to create work groups and get them underway. Data piece: not simply having the workgroup meet between meetings but have us really dive deep with that and getting it easily communicated. SCORP as mechanism to collect data. Data is important to collective impact and getting people to jump on board with influencing those data points.

2019 Meeting Dates - Locations TBD:

February 8, 1-4 pm

March 8, 1-4 pm

April 12, 1-4 pm

May 10, 1-4 pm

June 7, 1-4 pm

July 12, 1-4 pm

July meeting possibly in Ascutney area (Ed Morris suggestion)

11:20: motion to adjourn, Simmons, DeBonis seconded, ADJOURNED

VOREC Meeting Agenda: February 8, 2019

Advance Packet:

- January Meeting Minutes
- VOREC Action Plan
- Report to the Legislature on VOREC Community Grant Program

Meeting Begins 1:00 pm

Location: Catamount Conference Room, Davis Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from January Meeting

1:10- 2:00 pm: Steering Committee Member Updates

- Chair/Vice-Chair Updates
- Member Updates
- VOBA Update

2- 2:30 pm: Guest Speaker – *Sam Nijensohn, North Country Career Center*

Workforce Development Discussion

2:30-3:00 pm: Subcommittee Work Process

Discuss existing and potential subcommittees

3:00-3:30 pm: Action Plan and Future Meeting Goals

3:30-3:50 pm: PUBLIC COMMENT

4:00 pm: ADJOURN

2019 Meeting Dates - Locations TBD:

March 8, 1-4 pm

April 12, 1-4 pm

May 10, 1-4 pm

June 7, 1-4 pm

July 12, 1-4 pm

VOREC Steering Committee Meeting

February 8, 2019 at Agency of Natural Resources Office, Montpelier, VT

Steering Committee Attendees: Mike DeBonis, Hal Ellms, Josh Ryan, Trey Martin, Marc Sherman, Drew Simmons, Bill Supple, Frank Stanley, Sarah Lang (phone)

FPR Staff Attendees: Jessica Savage, Becca Washburn, Craig Whipple, Caroline Zeilenga

Public Attendees: Kelly Ault (Vermont Outdoor Business Alliance), Shelby Semmes (Trust for Public Land), Sam Nijensohn (North Country Career Center), Matt (Timber and Stone)

Meeting Chair Update: Chair Michael Snyder was unable to attend due to legislative demands, and Vice Chair Wendy Knight was unable to attend due to illness. Becca Washburn, FPR staff, chaired this meeting as designee.

Becca: Welcome

January Minutes Approved: Drew motion to approve, Mike D. second, none opposed, no abstentions

Chair Update

Becca: Overview of next steps in Vermont Communities Grant Program review process, timeline

Jessica: LWCF update, background on program, proposals and communities selected. Additional recreation program updates—public land managers guide, SCORP, fat biking policies.

Craig: State Parks hiring key positions for the season.

Member Updates

Mike D: Effort for members of recreation and conservation communities to partner on a mechanism to regulate trails outside Act 250. Next step is to work with FPR to try to move ideas forward legislatively. Also, Green Mountain Club is working to purchase and protect half-mile stretch of Long Trail, with hopes to eventually transfer to the state.

Hal: Testified in Senate Judiciary Committee on S.18, consumer protection liability bill, to discuss concerns with how this bill could impact outdoor recreation. Goal is for language exempting outdoor recreation.

Drew: Recently attended Outdoor Retailer, and was involved in outdoor advisors gathering to discuss how we share our work across states, and the controversy over Camber Outdoors' diversity pledge and how it relates to what we're doing here in Vermont.

Bill: Attended outdoor advisors event with Drew, and there's a lot of opportunities to learn from our colleagues in other states. Also on the board of Vermont Parks Forever, and nearing completion of Groton Nature Center project.

Josh: Took a snowmobile trip to Maine, and trail conditions and signage in Vermont are exceptional. Burlington Wildways held a conference recently, with concept to link all parks in the city with trails. Good connections to local economy. Also introducing employee, Matt, attending today.

Marc: Outdoor Gear Exchange was involved in recent Catamount land purchase through a donation. Offered a challenge grant for other bike shops to join, but none did. Asking VOBA to consider ways for smaller shops to be more involved. Also suggesting connecting people in the Resource workforce development program with the state and outdoor recreation initiatives.

Sarah: Windham region is part of the Stay to Stay program, and launched first Stay to Stay ski weekend.

Frank: Very busy with the legislature.

VOBA Update

Kelly Ault: VOBA has a focus and mission. Moving into year two, focused on launching work. Setting up roundtables around state to bring businesses and partners together, with goal for an end-of-year industry summit. Also convening workgroups for strategies in economic development, sector branding, financing and infrastructure, and will be holding a policy briefing soon to understand legislature affecting outdoor recreation economy.

Guest Speaker: Sam Nijensohn, North Country Career Center

Presentation on workforce development. Discussion about connecting students to outdoor recreation professions.

Subcommittee Work Process

Discussion of subcommittee work groups, areas of potential focus, best approaches to implementing the action plan, and bringing in more partners.

Public Comment

No public comment, no public in attendance.

VOREC Meeting Agenda: March 8, 2019

Advance Packet:

- February Meeting Minutes
- VOREC Action Plan

Meeting Begins 1:00 pm

Location: Catamount Conference Room, Davis Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from January Meeting

1:10- 2:00 pm: Steering Committee Member Updates

- Chair/Vice-Chair Updates
- Member Updates
- VOBA Update

2- 2:30 pm: VOREC Work Process (Mike Snyder)

2:30-3:00 pm: VOREC Grant Program Update (Becca Washburn)

3:00-3:30 pm: Department of Labor Internship Program: Sarah Buxton

3:30-3:50 pm: PUBLIC COMMENT

4:00 pm: ADJOURN

2019 Meeting Dates - Locations TBD:

April 12, 1-4 pm

May 10, 1-4 pm

June 7, 1-4 pm

July 12, 1-4 pm

VOREC Steering Committee Meeting

March 8, 2019 at Agency of Natural Resources Office, Montpelier, VT

Steering Committee Attendees: Michael Snyder, Wendy Knight, Trey Martin, Bill Supple, Josh Ryan, Jeanne Gervais, Abby Long, Marc Sherman, Sarah Lang (phone)

FPR/ACCD Staff Attendees: Jessica Savage, Becca Washburn, Craig Whipple, Caroline Zeilenga, Tim Tierney

Public Attendees: Zac Freeman (RASTA/Randolph Trails and Recreation), Jean Audet (Green Mountain Horse Council), Gordan Adams (Timber and Stone), Liz Gleason (Vermont Housing and Conservation Board), Jessica Booth (Newport Parks and Recreation Department), Sarah Buxton (Department of Labor), Tracy Verge (Department of Labor)

Mike S: Introductions and Welcome

February Minutes Approved: Bill motion to approve, Trey second, none opposed, Chair Snyder and Vice Chair Knight abstained because absent from February meeting.

Chair Update

Mike S: Welcoming Abby Long to the steering committee, taking the place of Tom Stuessy, who has resigned. Thanks to Tom for his service. The Governor's Office agreed that mountain biking needs membership on the steering committee, and Abby will fill this spot. Amy Kelsey also resigning. Governor's Office has been alerted and will consider the best way to fill her general recreation slot. Discussion of possibility of new representation from water-based recreation or equine recreation, and steering committee role as a two-year commitment.

Mike S: Legislative update: VOREC Community Grant Program very well-received in State House, with movement to fund further. Governor's budget proposes another \$100,000 in funding, while some legislators are suggesting a larger amount.

Mike S: Legislation is advancing related to the Act 47 Committee on Act 250 at 50 study group considering revisions to Act 250. The Administration's bill has placeholder language regarding recreational trails, and is waiting on partner organizations (VT Trails Alliance and Forest Partnership as well as VT Trails and Greenways Council) to bring forward language changes they support.

Wendy: S.18 consumer protection bill moving forward. Testified last year asking for an outdoor recreation exemption, and this bill has now passed out of the Senate with the exemption included.

Vice Chair Update

Wendy: Department of Tourism and Marketing is refreshing imagery to reflect diversity. Please share any appropriate imagery that highlights diversity.

Wendy: Stay to Stay Program just piloted stay-to-stay ski weekends at three locations. Considering a similar arrangement with mountain biking this summer.

Wendy: Tourism Day coming up at the State House to reveal economic impact of tourism in Vermont. Proposing 2% of meals and room tax go towards Department of Tourism and Marketing budget.

Tim: Northern Border Regional Commission is a federal/state partnership with \$3.4 million in eligible funds, including for state agencies. Could work with VOREC grant program for a funding match, and could also send non-winning grantees to the ACCD program.

Tim: State Trade Expansion Program is providing a Vermont Pavilion at the summer Outdoor Retailer show, featuring Vermont outdoor brands. Looking for representation from companies.

Becca: Currently making visits to ski areas who lease land from FPR. S.18 is coming up frequently during visits, and so is developing an etiquette for uphill travel safety and use conflicts.

Discussion of uphill policies for skiers and cutting ski lines on state lands.

Jessica: Working on grantees' paperwork for Land and Water Conservation Fund and Recreational Trails Program grants. Also discussing fat biking potential on state lands.

Craig: State Parks are 9% ahead for the year already. Conversations may arise about accommodating increased use.

Member Updates

Marc: Conservation Alliance organization give grants, and anyone can join and receive one vote. Vermonters need to get involved to bring more money to the state. Also, would like to facilitate low-cost gear purchases for the First-Time Happy Camper Program.

Trey: Land and Water Conservation Fund was approved on bipartisan vote last week. Also, Trust for Public Land would like to tie their ideas to VOREC, including Long Trail projects and using the ROI report to consider a conservation funding forum. The Vermont Law School outdoor recreation business program will be reinstated again.

Josh: Testified at VHCB day in support of reinstating full funding, with hopes stories of our trails and their impact were effective. Green Mountain Club created list and interactive map of accessible trails in Vermont, in consort with FPR. And each month, inviting an employee to attend the steering committee meetings (Gordon is here today).

Jeanne: Island Pond is joining with Morgan and Newark to talk about ATV trails, and working with Kingdom Trails to map gravel routes.

Abby: Kingdom Trails is in winter operations, grooming for fat biking, Nordic skiing, and snowshoeing. Working on Concord-Burke municipal planning grant to map existing infrastructure like logging roads and gravel roads that connect the surrounding towns, and to use in a GIS map online by activity. This project sparked a conversation with NEK Collaborative to map the entire region and connect other trail systems. Also working on the Borderlands Project, a Northern Borders initiative from Maine to the Adirondacks to connect mountain bike network in the region to market together.

Sarah: Received over 70 project submissions across Bennington and Windham Counties that relate to objectives in their recent report.

VOBA Update

Bill: VOBA had second business roundtable recently at Killington, with 43 people attending. Included a VOREC/VOBA presentation, a panel discussion with three businesses, and a presentation from the Department of Commerce and Economic Development, then broke into working groups and brainstormed, and wrapped up with a networking session. The next roundtable is scheduled for June 5.

Mike S: Suggesting we consider building in more time for member updates during meetings.

VOREC Work Process

Mike S: At the last meeting, the state team put forward the idea of work groups, but this group was uncertain that was the best plan. Now proposing moving to fewer steering committee meetings—perhaps bi-monthly—with state team work sessions in between, which steering committee members can optionally attend. Their role is to represent interests, and they could guide core state staff to carry on the work.

Wendy: Opposed to this approach. Private/public sector is essential to the initiative, and we need to bring more people into the process.

Mike S: Approach reflects steering committee members' time and capacity, and re-emphasizes what state can do for initiative; no desire to minimize private sector.

Josh: Propose we pause and discuss approach on a date when there's full steering committee attendance.

Bill: Can some topics of interest to VOREC be run by VOBA to provide more capacity?

Marc: Advocating for more varied meetings with themes, rotating through three types of meetings each quarter: one for examination and reflections, one for a guest and work, and one for state updates.

Trey: Consider an external conversation to bring a proposal back to the group?

Mike S: Suggesting state team work towards a proposal and follow up with next steps to solicit input.

VOREC Grant Program Update

Becca provides overview of VOREC Community Grant Program proposals received and ranked, and asks selection committee members to share their experience.

Discussion of selection process and work to find resources and alternative funding options for the communities who didn't receive the grant.

Announcement of winning grant communities: Newport City and Randolph, and introduction of community representatives Jessica Booth and Zac Freeman.

Jessica Booth provides overview of Newport City's grant project.

Zac Freeman provides overview of Randolph grant project.

Discussion of upcoming Governor's weekly press conference announcing grant program recipients.

Guest Speakers: Sarah Buxton & Tracy Verge, Department of Labor Internship Program

Presentation on strengthening labor force through youth internship program, and overview of the program. Discussion of where apprenticeship program could fit in outdoor recreation field, and connections to VOBA as well as VOREC.

Public Comment

Liz Gleason: Look to example of Farm to Plate Network as a collective impact model and meaningful way for people to engage and feel included. Also suggesting VOREC take on more interest in ultrarunning. Would also like to understand how the group sees ways for the public to be more involved.

Jean Audet: Advocating for horse community, which hasn't received needed funding for equine economic impact study. Impact of equine industry/recreation isn't fully appreciated in Vermont and there are few trails for horses. Happy to offer more input.

Mike S: Welcoming Liz and Jean to be part of next steps with engagement, representation, and involvement.

Adjournment: Trey motion to adjourn, Bill second. Meeting adjourned.

VOREC Meeting Agenda: April 12, 2019

Advance Packet:

- March Meeting Minutes
- VOREC Action Plan

Meeting Begins 1:00 pm

Location: Catamount Conference Room, Davis Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from January Meeting

1:10- 1:30 pm: Updates

- Chair/Vice-Chair Updates
- VOBA Update

1:30- 2:00 pm: VOREC Action Item: Workforce Development Updates and Next Steps (Staff and Members)

2:00-2:30 pm: VOREC Grant Program Update (Jessica Savage)

2:30-3:30 pm: Water-Based Recreation Economy

Vermont's Fish Hatchery Program: Adam Miller, *Fish Culture Operations Manager, Vermont Agency of Natural Resources*

FERC relicensing and the CT River Paddlers Trail: Kathy Urffer, *River Steward, CT River Conservancy*

3:30-3:50 pm: PUBLIC COMMENT

4:00 pm: ADJOURN

2019 Meeting Dates - Locations TBD:

May 10, 1-4 pm

June 7, 1-4 pm

July 12, 1-4 pm

VOREC Steering Committee Meeting

April 12, 2019 at Agency of Natural Resources Office, Montpelier, VT

Steering Committee Attendees: Michael Snyder, Wendy Knight, Frank Stanley, Hal Ellms, Drew Simmons, Mike DeBonis, Abby Long, Bill Supple, Josh Ryan, Sarah Lang (phone)

FPR/ACCD Staff Attendees: Jessica Savage, Becca Washburn, Craig Whipple, Caroline Zeilenga

Public Attendees: Amos Horn (Pale Morning Media), Jenna Ryan (Timber and Stone), Jean Audet (Vermont Horse Council)

Mike S: Introductions and Welcome

March Minutes Approved: Bill motion to approve, Mike D. second, none opposed, no abstentions

Chair Update

Mike S. asks Jessica to provide explanation of new approach to member updates.

Jessica: Overview of change to member updates: shortened time in agenda, requesting notice when steering committee members want to add updates as agenda items. Also adding a work component and theme to each meeting and guest speaker. There will be flexibility with locations and travel once the legislative session is over. Inviting suggestions for communities to visit and any other feedback.

Mike S: Updates on national outdoor recreation movement and Confluence Accords process becoming part of the National Governor's Association (NGA). Discussion of Vermont's role in this movement.

Mike S: Steering committee member updates: reminders that Abby Long has joined the committee (replacing Tom Stuessy), and that Amy Kelsey has resigned. Announcement that Governor has appointed Karrie Thomas from Northern Forest Canoe Trail to replace Amy.

Mike S: VOREC Community Grant Program update: VCGP continues to be very well-received. Worked with ACCD to submit letter of intent for Northern Border Regional Commission funding for VCGP applicants.

Vice Chair Update

Wendy: Update that ACCD/FPR will be asked to submit the full application for the NBRC grant.

Wendy: Summary of Tourism Day at the State House to showcase importance of tourism to Vermont's economy and the related request for 2% of meals and rooms tax to fund tourism marketing. ACCD also put on a recent tourism summit.

Wendy: Defending Governor's budget, which includes a \$2.5 million relocation initiative.

VOBA Update

Drew: VOBA Executive Director Kelly Ault unable to attend today. VOBA priority list includes: 1) a fall industry summit working closely with VOREC. Drew has volunteered to be VOBA rep and would like to discuss with VOREC. 2) Workforce development. VOBA has applied for an NBRC grant for talent pipeline

development. 3) Ongoing roundtable series, with next event in early June. Asking for locations and ideas. 4) VOBA press release that was recently picked up nationally.

Mike S: Asking for a summit proposal this group can consider and discuss.

Discussion of VOBA/VOREC/ACCD strategies and collaboration at summer Outdoor Retailer show, including Vermont booth.

Workforce Development Updates and Next Steps

Jessica leads discussion of VOBA taking on VOREC's workforce development work, with state agency representation from ACCD staff, and Jessica's involvement as VOREC staff to be determined. Updates on programs from recent guest speakers Sarah Buxton of Vermont Department of Labor and Sam Nijensohn of North Country Career Center. Identification of specific items from VOREC action plan for VOBA work group to take on: outdoor recreation programs at technical and career centers, incentives and support for startups, and connecting seasonal positions to year-round careers.

VOREC Grant Program Update

Jessica provides updates on recent VCGP activity, including meeting with grantees and discussing what data will be needed to quantify success and what VOREC support looks like.

Water-Based Recreation Economy

Vermont's Fish Hatchery Program: Adam Miller, Fish Culture Operations Manager, Vermont Agency of Natural Resources

Adam provides presentation on the economic impacts of fish hatcheries. Discussion of hatchery funding, fishing participation, and connections to environmental stewardship.

FERC relicensing and the CT River Paddlers Trail: Kathy Urffer, River Steward, CT River Conservancy

Kathy provides presentation on the Connecticut River Paddlers Trail, and information on recreation considerations in the relicensing of hydroelectric dams in Vernon, Wilder, and Bellows Falls. Discussion of takeaways from related survey: infrastructure, river flows, access awareness, economic impacts of visitors, and marketing the Connecticut River Valley for outdoor recreation.

Public Comment

Jean: UVM Morgan Horse Farm is beginning an apprentice program. Also, the first phase of Vermont Horse Council's economic impact study is complete and received recent press. Phase one illustrates impact of people coming to the state and showing horses in the state. Phase two, which doesn't yet have adequate funding, illustrates all the economic impacts horse owners provide to the state and will be in partnership with the UVM Rural Studies Department.

Adjournment: Frank motion to adjourn, Wendy second. Meeting adjourned.

VOREC Meeting Agenda: May 10, 2019

Advance Packet:

- April Meeting Minutes
- VOREC Action Plan

Meeting Begins 1:00 pm

Location: Winooski Conference Room, Davis Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from January Meeting

1:10- 1:30 pm: Updates

- Chair/Vice-Chair Updates
- VOBA Update

1:30- 2:00 pm: VOREC Action Item: Outdoor Recreation Economy Summit (VOBA/Staff)

2:00-3:30 pm: The Next Big Thing: Stewardship and Funding Sustainability for Outdoor Recreation Assets (All: Facilitated Discussion)

3:30-3:50 pm: PUBLIC COMMENT

4:00 pm: ADJOURN

2019 Meeting Dates - Locations TBD:

June 7, 1-4 pm

July 12, 1-4 pm

VOREC Steering Committee Meeting

May 10, 2019 at Agency of Natural Resources Office, Montpelier, VT

Steering Committee Attendees: Michael Snyder, Wendy Knight, Karrie Thomas, Drew Simmons, Josh Ryan, Hal Ellms, Marc Sherman, Jean Gervais, Abby Long (phone), Sarah Lang (phone)

FPR/ACCD Staff Attendees: Jessica Savage, Craig Whipple, Caroline Zeilenga

Public Attendees: Kelly Ault (Vermont Outdoor Business Alliance), Molly Mahar (Vermont Ski Areas Association), Cheryl Grald (Green Mountain Horse Association/Vermont Horse Council), Cheryl Burme (Timber & Stone), Maggie Burke (Vermont Adaptive Ski & Sports), Amos Horn (Pale Morning Media), Matt Williams (Catamount Trail Association)

Mike S: Introductions and Welcome

April Minutes Approved: Drew motion to approve, Hal second, none opposed, no abstentions

Chair Updates

Mike S: Updates to status of Act 250 and Governor's recommended budget in legislature. Updates to National Governor's Association (NGA) outdoor recreation and Confluence initiative. Governor Scott has approved national representation from Mike at NGA. Article in *Northern Logger* magazine about Vermont's efforts to combine backcountry skiing with forest management.

Mike S: Recap of Outdoor Recreation Retail Roundtable at Onion River Outdoors during Governor's Capitol for a Day initiative in Washington County. Discussed business challenges with the owners, and different perspectives on Amazon's impacts to brick-and-mortar retail.

Marc: Amazon storefronts are complicated and include risks of being shut down for perceived or unfair violations.

Mike S. asks Jessica and Craig for FPR recreation updates.

Jessica: Close to executing Vermont Horse Council agreement. We've been invited to submit a full application for NBRC grant funding for the VOREC Community Grant Program applicants. NBRC asked us to coordinate with the Northern Forest Center, who also applied, if both of us are funded. The Statewide Comprehensive Outdoor Recreation Plan (SCORP) here in Vermont will include a GIS analysis of outdoor recreation supply and demand and a public outreach component.

Craig: Recently attended national meeting of state park directors. Outdoor recreation initiatives in other parts of the country aren't as well received by state parks because of funding conflicts. Our model is different, and counterparts are paying attention.

Vice Chair Updates

Wendy: Updates on ACCD legislative activity: also discussing the VOREC Community Grant Program in committees, and asking for expansions to remote worker program. Expansions also planned to stay to

stay weekends. Launching summer media campaign, with updated creative material modernizing and better reflecting diversity.

VOBA Update

Kelly: Launching work groups to discuss elevating outdoor recreation resources and strengthening outdoor recreation businesses. Sector branding workgroup is working with ACCD to get more Vermont brands represented at this summer's Outdoor Retailer booth. Workforce Development Group also discussing needs and opportunities.

Marc: Challenges discussed in this group include costs of insurance and ideas to create a seasonal employee database for collective hiring.

Kelly: VOBA is also submitting an application for NBRC funds. Outdoor recreation economic summit being planned for fall.

Wendy: ACCD decided to have staff person John Young attend VOBA workforce development meetings. Wendy attended recent meeting in his place and will distribute notes.

Outdoor Recreation Economy Summit

Drew: This event is important to bring together business leaders and VOREC. Creating three tracks: VOREC, VOBA (with business development focus), and trail/stewardship. Bolton Valley Resort has offered to host, including a mountain bike event to benefit VOBA.

Mike S: Asking for stewardship component to be part of VOREC.

Kelly: Would like multi-sector presence at summit: non-profits, municipalities, community leaders, state government, etc.

Drew: Inviting anyone interested to contribute to process and planning.

Kelly: October 18 is proposed summit date, with October 19 bike event. Goal is to leave with an action plan for work going into 2020.

Discussion of problem of people finding information on places to recreate, efforts to create an asset map, and proposing a workshop on this topic at the summit.

Discussion of making requests to state leadership and legislative representatives to participate in the summit.

Discussion of and decision to list VOBA and VOREC as event co-hosts.

Stewardship and Funding Sustainability for Outdoor Recreation Assets

Mike S: Introduction to stewardship topic. What do we mean by stewardship? What resources do we currently have? What new ideas?

Jessica: Upcoming meetings will focus on stewardship. Proposing group revisit two definitions of stewardship used at community forums: infrastructure and environment. Should our definition continue to have two parts, or be unified as one?

Discussion of stewardship definitions. Decision to keep two separate definitions.

Discussion of definitions of different elements of stewardship: capacity, partnerships, etc.

Jessica facilitates stewardship resources discussion and group generates spreadsheet of current funding sources for stewardship. Jessica will send the document to the group as a Google Doc, with request to continue contributing ideas.

Public Comment

No public comment

Other Business

Jessica: EPA Planning for Rural Economies webinar just occurred, and will send info to group.

Adjournment: Karrie motion to adjourn, Wendy second. Meeting adjourned.

VOREC Meeting Agenda: June 7, 2019

Advance Packet:

- May Meeting Minutes
- VOREC Action Plan
- [Stewardship Funding Spreadsheet](#)

Meeting Begins 1:00 pm

Location: Dewey Conference Room, Dewey Building, National Life

(1 National Life Drive Montpelier VT 05462)

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from May Meeting

1:10- 1:30 pm: Updates

- Chair/Vice-Chair Updates
- VOBA Update
- Discuss Meeting dates and locations for summer/fall

1:30- 2:00 pm: VOREC Action Item: Outdoor Recreation Economy Summit (VOBA/Staff)

2:00-3:30 pm: The Next Big Thing: Stewardship and Resources for Outdoor Recreation Assets (All: Facilitated Discussion)

- Review: Goal, Definitions and Funding Spreadsheet
- Data Input

3:30-3:50 pm: PUBLIC COMMENT

4:00 pm: ADJOURN

2019 Meeting Dates - Locations TBD:

July 12, 1-4 pm

VOREC Steering Committee Meeting

June 7, 2019 at Agency of Natural Resources Office, Montpelier, VT

Steering Committee Attendees: Mike Snyder, Karrie Thomas, Abby Long, Bill Supple, Trey Martin, Sarah Lang (phone)

FPR/ACCD Staff Attendees: Jessica Savage, Craig Whipple, Becca Washburn, Caroline Zeilenga

Public Attendees: Kelly Ault (Vermont Outdoor Business Alliance), Molly Mahar (Vermont Ski Areas Association), Mike Covey (Vermont Traditions Coalition)

Steering Committee Members Absent: Wendy Knight, Frank Stanley, Drew Simmons, Josh Ryan, Hal Ellms, Marc Sherman, Jean Gervais, Cindy Locke, Mike DeBonis

Note: There was not a quorum in attendance at this meeting and no decisions were made or votes taken.

Mike: Introductions and Welcome

May Minutes: Comment and vote to approve minutes tabled until the next meeting with a quorum.

Chair Updates

Mike: Update to steering committee terms. The two-year term is completing this month. Congratulations and appreciation for steering committee members' work so far, and acknowledgement of much more work ahead. Each member will be reappointed for another two-year term unless he or she would rather not be. Please notify Chair in next few weeks if don't want to be reappointed.

Update on Congressman Welch's outdoor recreation roundtable in Burke last week. Mike was invited to attend. The Congressman gave credit to VOREC for its accomplishments so far. Mike heard much reinforcing what Kingdom Trails represents and what we can learn from its success, and also discussed the possibilities of the creative economy overlapping with the outdoor recreation economy.

Update on jurisdictional opinion that the Victory Hill trails require an Act 250 permit for recreational trail use. Met with landowners to discuss, and expect partner groups to review the JO.

Abby: Groups are meeting in July to finalize the report and then submit and meet with FPR.

Trey: Is it possible to use the Victory Hill situation as a model going forward?

Mike: Offered this guidance to the landowners: Meet with Jessica Savage to discuss what it means to be part of the Vermont Trail System, and contact Jamey Fidel and Warren Coleman to be sure stakeholder groups know their story.

Mike: Update on Vermont booth at Outdoor Retailer show this month. ACCD has secured a booth space at the show to highlight Vermont and several Vermont businesses, and he will be sending around a description of the booth today.

Kelly: The companies who will be represented at the booth are largely new and women-led. It's great to be merging ThinkVermont with these brands, who are attending the show for the first time and are excited to have the access.

Bill: Pulling together these companies in a good location will be beneficial and cost-effective.

Mike: Budget update: The budget passed, including FPR's request for \$100,000 to fund the VOREC Community Grant Program again. The legislature approved and doubled, giving us \$200,000 for the next grant round.

Mike asks FPR staff for updates.

Craig: Vermont won two RTP awards from the Coalition for Recreational Trails. The awards will be presented next week in Washington, DC.

Jessica: Members of this group may be receiving a survey from OIA. We're waiting to hear back about the NBRC funds we applied for to expand the recreation program, and expect to hear this month.

VOBA Update

Bill: Third roundtable happened this week, with 55-60 people in attendance. Audience was largely business representatives, but also included trail and conservation organizations and municipalities.

Abby: In my opening remarks at the event, I tried to emphasize role of non-profits, volunteers, and landowners.

Mike: Agree that what drives much of VOREC and national outdoor recreation movement is outdoor businesses recognizing that non-profits, volunteers, and public agencies make outdoor recreation possible.

Abby: Discussion also included challenging topics like Act 250, infrastructure, and parking.

Bill: VOBA is nearing close of first fiscal year. The first membership program will be rolled out to businesses this coming fiscal year.

Kelly: Updates on workforce development workgroup: Group aligns with statewide initiatives on the topic. Concrete projects coming soon. Also identifying the hiring needs of businesses to align with the Stay to Stay weekends coming up.

Mike asks Jessica to discuss upcoming steering committee meetings and locations.

Jessica: Inviting input for meeting locations. Meeting time on July 12 may need to move earlier to include travel time. Locations on the list so far include Weathersfield, Blueberry Hill Inn in Goshen, Brattleboro, Randolph, and Bennington. Others?

Abby: Suggesting a meeting to discuss stewardship at the Northwoods Stewardship Center.

Jessica: We'll be in touch about dates this week.

Outdoor Recreation Economy Summit

Jessica recaps decisions about summit from the last meeting: VOREC/VOBA co-hosting, two tracks, with VOREC focus on stewardship.

Becca: Drew would like to discuss how conservation groups can be involved in the summit.

Kelly: Asking for input on speakers and panelists once agenda topics are confirmed.

Stewardship and Resources for Outdoor Recreation Assets

Jessica recaps discussion from last meeting: definition of stewardship includes both environment and built infrastructure, decision to identify important resources available to fund stewardship, request for steering committee to add to these resource documents.

Jessica: Focus now is gathering data, and determining what data is needed in the documents.

Discussion on populating spreadsheet, compiling data, and additional stewardship resources.

Public Comment

Molly: Vermont Ski Areas Association had its annual meeting yesterday. Up 4% this year. The group recently awarded a \$15,000 working lands grant to Pratt Logging for firewood processing, in support of Vermont's working landscape.

Mike Covey: Positive changes for Vermont Fish & Wildlife Department in this year's legislative session. Vermont Traditions Coalition took a lead role in opposing the Salisbury Fish Hatchery closure and helped to not only keep it open but also provide funds for necessary improvements.

Mike S. adjourns meeting.

VOREC Meeting Agenda: July 12, 2019

Advance Packet:

- June Meeting Minutes
- VOREC Action Plan

Meeting Begins 1:00 pm

Location: Hubbard Park, Old Shelter

Parkway Street
Montpelier, VT 05602

See map here: <https://www.montpelier-vt.org/DocumentCenter/View/178/Hubbard-Park-Map-PDF?bidId=>

Steering Committee Meeting

1-1:10 pm: Welcome: Michael Snyder, Chair

Review and Approve Minutes from June Meeting

1:10- 1:30 pm: Updates

- Chair/Vice-Chair Updates
- VOBA Update: **Outdoor Recreation Economy Summit** (Update)
- VTGC Update
- VTA Update
- Discuss Meeting dates and locations for summer/fall

1:30- 1:45 pm: VOREC Steering Committee Membership and Feedback

- Executive Committee Proposal

2:00-2:45 pm: Montpelier's Outdoor Recreation Economy

- Anne Watson, Mayor
- Alec Ellsworth, Montpelier Parks and Recreation

2:45-3:15 pm: PUBLIC COMMENT

3:30 pm: ADJOURN

VOREC Steering Committee Meeting

July 12, 2019 at Hubbard Park, Montpelier, VT

Steering Committee Attendees: Mike Snyder, Josh Hanford, Karrie Thomas, Hal Ellms, Bill Supple, Frank Stanley, Cindy Locke, Mike DeBonis

FPR/ACCD Staff Attendees: Jessica Savage, Craig Whipple, Becca Washburn, Caroline Zeilenga

Public Attendees: Anne Watson (Montpelier Mayor), Alec Ellsworth (Montpelier Parks and Recreation), Geoff Beyer (Montpelier Parks and Recreation), Kip Roberts (Onion River Outdoors), Michelle Grald (Green Mountain Horse Association and Vermont Horse Council)

Steering Committee Members Absent: Abby Long, Trey Martin, Sarah Lang, Marc Sherman, Drew Simmons, Josh Ryan, Jean Gervais

Mike S: Introductions and Welcome

June Minutes: Karrie motion to approve minutes, Bill second. None opposed, no abstentions.

Chair Updates

Mike S. announced that Wendy Knight is leaving the Agency of Commerce and Community Development, Heather Pelham is stepping in as acting commissioner, and that Josh Hanford, Commissioner of the Department of Housing and Community Development, has been appointed by the ACCD Secretary as the new VOREC vice chair.

Mike S. announced that, based on steering committee input, Vermont Trails and Greenways Council and Vermont Trails Alliance updates will be added to meeting agendas. Mike S. asked Jessica and Craig for FPR recreation updates.

Jessica provided an update that the Statewide Comprehensive Outdoor Recreation Plan (SCORP) is under way, with assistance from the UVM Center for Rural Studies and the Trust for Public Land. Space is still available on the technical advisory committee, particularly for private business representatives. Public and provider surveys will also be going out soon. Frank volunteered to serve on committee.

Jessica reminded the steering committee that they had received a survey from the University of Colorado about national outdoor recreation initiatives, and to please consider completing it.

Craig provided an update that the First Time Happy Campers program was under way for the second season, with the first visitors coming this weekend. Attendance in state parks is down from last year, but the weather this spring was challenging.

Mike S. provided an update that the Act 250 issue at Victory Hill had reached the Governor's Office, and the Governor had written a response demonstrating our position. A copy of the response has been posted on the VOREC page of the FPR website.

Mike S. announced that he would be travelling soon with the Governor to attend the National Governor's Association meetings and the NGA Outdoor Recreation Learning Network launch in Salt Lake City, Utah. The group that signed the Confluence Accords will now be housed at the NGA.

Vice-Chair Updates

Josh provided update about ACCD's new promotion with Outside Magazine, promoting Vermont's outdoor recreation assets with accompanying Spotify playlists of artists performing in Vermont. The Outdoor Writers' Association's annual meeting will be held in Vermont next year, and ACCD staff are going to the event this year to encourage 2020 attendance in Vermont. Wendy Knight will continue to be engaged with VOREC's work as a private citizen.

VOBA Update: Outdoor Recreation Economy Summit

On behalf of Drew, Becca provided an update from the last summit brainstorm session. There was discussion about plans for timing and agenda, and intent to find topics of relevance to both business and non-profit groups. The group would like to discuss ideas for speakers and presenters at its next meeting, and invited members of the steering committee to join the next brainstorm session August 8 or to email Drew and Kelly with ideas.

Vermont Trails and Greenways Council (VTGC) Update

Cindy provided background on VTGC, with statutory responsibility to advise FPR and the RTP program. The Council also reviews applications to the Vermont Trail System and advises FPR Commissioner on the applications, and advises on SCORP. VTGC has new officers and a new website.

Vermont Trails Alliance (VTA) Update

Cindy explained that the Vermont Trails Alliance is the legislative arm that came out of VTGC, and has been working, alongside the Forest Partnership, with conservation organizations on Act 250 and recreational trails, considering how to remove these trails from Act 250 and what process should replace it. The group is almost ready to meet with ANR leadership to discuss next steps.

Meeting Dates and Locations for Summer/Fall

Jessica and Caroline presented possible meeting dates for the remainder of 2019 and took a poll of steering committee members' availability. A follow-up poll will be distributed by email for members absent from the meeting.

VOREC Steering Committee Membership and Feedback

Mike gave a reminder about his recent message notifying all steering committee members that their two-year terms were being renewed and asking for feedback. Jessica led a discussion proposing that some steering committee members serve on an executive committee to help advise, plan, and set meeting agendas. The option of fewer meetings was discussed, and Karrie proposed creating work groups focused on specific topics, with work group chairs serving on the executive committee. There was agreement about the need for stewardship and communications work groups, and for more public involvement through the work groups. The plan regarding stewardship is to first identify the current stewardship landscape and then examine this as a group to reprioritize and identify gaps, and Mike D. voiced the need to identify specific aspects of stewardship work. The decision was made that the next

step is to consider existing and needed work groups and then solicit members and chairs who would form the executive committee.

Montpelier's Outdoor Recreation Economy

Anne, Alec, and Geoff presented an overview of Montpelier's outdoor recreation initiatives, including how transportation and housing needs fit into these projects and concerns. They expressed the need for planning resources and community awareness of their recreation assets. The city is considering creating a whitewater park at the new Confluence Park, and asked for feedback on the project from the state. They also discussed e-bike policies, with additional input from Kip, and asked for guidance from the steering committee. Finally, there was a discussion about how to incorporate outdoor recreation into downtown business branding.

Public Comment

Michelle expressed her interest in the conversation and her continued desire to be involved, and noted that the Woodstock area has already implemented many of the items that were discussed today.

Adjournment: Bill motion to adjourn, Frank second. Meeting adjourned.

VOREC Meeting Agenda: September 12, 2019

Advance Packet:

- July Meeting Minutes
- VOREC Action Plan

Meeting Begins 9 am: Walking Tour of Saint Johnsbury's OR Economy Dreams

Tara Holt and Chad Whitehead

Location: Northeastern Vermont Development Association (NVDA)

36 Eastern Ave, St Johnsbury, VT 05819

Steering Committee Meeting: 11 am- 2pm at NVDA

11-11:10 am: Welcome: Michael Snyder, Chair

Review and Approve Minutes from July Meeting

11:10- 12:00 pm: Updates

- Chair/Vice-Chair Updates
- VTGC Update
- VTA Update
- Discuss Meeting dates and locations for summer/fall
- VOBA Update: **Outdoor Recreation Economy Summit**
 - Working Meeting: How can the steering committee help?

12- 12:45 pm: Saint Johnsbury's Outdoor Recreation Economy

- Dave Snedecker and Irene Naigle, NVDA
- Joe Kasprzak, Town of Saint Johnsbury

12:45-1:15 pm: 2019-20 Recommendations to Governor

1:15 -1:45: Continue working on Outdoor Recreation Economy Summit

1:45- 2 pm: PUBLIC COMMENT

2:00 pm: ADJOURN

VOREC Steering Committee Meeting

September 12, 2019 at Northeastern Vermont Development Association Office, St. Johnsbury, VT

Steering Committee Attendees: Mike Snyder, Josh Hanford, Josh Ryan, Drew Simmons, Bill Supple

FPR/ACCD Staff Attendees: Jessica Savage, Becca Washburn, Caroline Zeilenga, Craig Whipple

Public Attendees: Joe Fox, Irene Naigle, Joe Kasprzak

Steering Committee Members Absent: Karrie Thomas, Hal Ellms, Frank Stanley, Cindy Locke, Mike DeBonis, Abby Long, Trey Martin, Sarah Lang, Marc Sherman, Jean Gervais

Note: There was not a quorum in attendance at this meeting. There was discussion, but no binding decisions were made.

Mike S. Welcome and Introductions

Movement to table minutes until there is a quorum.

Chair Updates

Mike S. provided an update on the summer National Governor's Association meeting and Outdoor Recreation Learning Network launch. The Governor spoke at the event. Mike will travel to the next NGA meeting on the ORLN in Utah in October.

Mike S. provided an update on Act 250 and recreational trails. The Vermont Trails Alliance and Forest Partnership working group has reached a consensus on a proposal for an alternative regulation mechanism, and will meet with FPR and ANR staff tomorrow.

Jessica provided recreation program updates: Vermont is undertaking its five-year Statewide Comprehensive Outdoor Recreation Plan (SCORP) process, the Vermont Conference on Recreation and VOBA/VOREC Summit are coming up next month, and she is serving on a newly-formed Agency of Natural Resources diversity and equity committee, which ties into VOREC's work as well.

Becca provided an update on an International Mountain Bike Association grant now available as a technical resource for expanding trail networks, and shared recreation events being planned for the upcoming Bennington County Capitol for a Day.

Craig provided an update on state parks attendance for the year and the national Parks Directors meeting.

Vice Chair Updates

Josh H. provided an update on the Agency of Commerce and Community Development's work with economic development and recreation, and on Northern Border Regional Commission grant funding to support outdoor recreation. Mike S. added that a portion of this potential funding would support a regional summit, and that VOREC and VOBA should be thinking about how to contribute to this event.

Vermont Trails and Greenways Council Update

No VTGC members were present. Jessica provided a brief update about the August VTGC meeting.

Vermont Trails Alliance Update

No VTA members were present.

VOBA Update

Bill and Drew provided an update that VOBA is continuing operational improvements and that funding is limited and will need to be addressed soon. Drew discussed the objectives and outline for the VOBA/VOREC summit.

Saint Johnsbury's Outdoor Recreation Economy

Joe Kasprzak described the town's focus on downtown revitalization, including through outdoor recreation projects. Irene Naigle discussed the town's Three Rivers Path project and other local and regional outdoor recreation initiatives. The group discussed Kingdom Trails and other centers of outdoor recreation culture and revenue, funding, and the state budget.

VOREC Report to the Governor

Jessica led a discussion of this year's annual report to the Governor, reviewing last year's recommendations and soliciting input on recommendations to be included for the year ahead. The group discussed how the initiative can be most sustainable, broader national and regional roles, and Vermont's focus on outdoor recreation at the community level.

Vermont Outdoor Recreation Economy Summit Working Session

Drew shared an overview of the summit agenda. The group discussed the invitation list, participant data to be collected as part of the event, and topics for breakout sessions.

Public Comment

Joe Fox asked for assistance with pushing the legislature to fund the completion of the Lamoille Valley Rail Trail and discussed St. Johnsbury's investments in the project. The group decided to include completion of the LVRT as part of a recommendation for the annual report to the Governor.

No additional public comment. Meeting adjourned.

VOREC Meeting Agenda: October 9, 2019

Advance Packet:

- September Meeting Minutes
- VOREC Action Plan
- 2019-20 Governor's Recommendations

Meeting Begins 9 am: Walking/Biking Tour of Randolph

Zac Freeman and Adolfo Bailon

Location: Outdoor Hub , 16 Pleasant Street, Randolph, VT

Steering Committee Meeting: 11 am- 2pm at Outdoor Hub

11-11:10 am: Welcome: Michael Snyder, Chair

Review and Approve Minutes from September Meeting

11:10- 12:00 pm: Updates

- Chair/Vice-Chair Updates
- VTGC Update
- VTA Update
- Discuss Meeting dates and locations for summer/fall
- VOBA Update: **Outdoor Recreation Economy Summit**

12- 12:45 pm: Randolph's Outdoor Recreation Economy

- Zac Freeman, RASTA
- Adolfo Bailon, Town of Randolph

12:45-1:15 pm: VOREC Community Grant and Designation Program: 2019-20

1:15 -1:45: Discussion of 2019-20 Recommendations to Governor

1:45- 2 pm: PUBLIC COMMENT

2:00 pm: ADJOURN

VOREC Steering Committee Meeting

October 9, 2019 at the Outdoor Hub, Randolph, VT

Steering Committee Attendees: Mike Snyder, Josh Hanford, Frank Stanley, Cindy Locke, Hal Ellms, Mike DeBonis, Karrie Thomas, Abby Long

FPR/ACCD Staff Attendees: Jessica Savage, Craig Whipple, Becca Washburn, Caroline Zeilenga

Public Attendees: Kelly Ault (VOBA), Adolfo Bailon (Randolph Town Manager), Josh Jerome (Randolph Director of Economic Development), Zac Freeman (RASTA), Sam Hooper (Vermont Glove)

Steering Committee Members Absent: Josh Ryan, Drew Simmons, Bill Supple, Trey Martin, Sarah Lang, Marc Sherman, Jean Gervais

Mike S. Welcome and Introductions

Zac Freeman provided a brief overview of the Outdoor Hub space and outdoor recreation plans in the town.

July Minutes Approved: Hal motion to approve, Josh second

September Minutes Approved: Josh motion to approve, Mike D. second

Chair Updates

Mike S. provided an update on FPR budget planning and outdoor recreation priority proposals.

Mike S. provided an update on the possibility of significant funding coming to ACCD and FPR through the Northern Borders Regional Commission, with the possibility of bringing someone in to FPR and ACCD each at a high level to work on this initiative. Some of this funding would also be used for supporting VOBA and marketing efforts. He asked the steering committee for input on how to use these funds, if they're received, and to provide recommendations for what the scope of work should be and the profile of the right candidate for a position at FPR, and to be prepared to discuss this at the next steering committee meeting in December. Mike asked steering committee members to do their best to attend the December meeting. Jessica added that the December meeting is scheduled to be held in Brattleboro.

Mike S. reported on the recent Bennington County Capitol for a Day with the Governor and extended cabinet, which started at Orvis and ended with an ATV ride with local clubs and VASA leadership, and shared the Governor's enthusiasm and his desire for an outdoor recreation component to every Capitol for a Day event.

Jessica provided an update on the Statewide Comprehensive Outdoor Recreation Plan: continued input is needed, particularly from private business providers and public lands providers. She also shared that the Vermont Conference on Recreation was happening this week.

Becca provided an update that she and Jessica were working on a proposal to the Forest Service for a recreation planning tool and would know later this year whether they received the funding.

Craig provided an update that next weekend was the last weekend open for most state parks for the year. It was a very good season, just shy of one million visitors to date. Cindy asked how the Happy Campers Program went, and Craig reported that it went more smoothly and better reached the target audience.

Vice Chair Updates

Josh H. provided an update that ACCD is facing similar budget challenges, especially with housing issues, and the NBRC funding is promising for outdoor recreation. He shared that he was at a community development and housing conference in Michigan recently and saw how big a component outdoor recreation is to their state's economic development as another example of how this is part of the solution for states around the country.

Vermont Trails and Greenways Council Updates

Cindy provided an update that the VTGC executive team has been meeting regularly with Jessica to discuss the SCORP, and communications and work plans with FPR, as well as the Vermont Trails System. Mike D. added that they had a productive August board meeting and are fulfilling the VTGC mandate.

Vermont Trails Alliance Updates

Cindy reported that the Vermont Trails Alliance/Forest Partnership Act 250 and recreational trails work group recently met with the Chair of the House Committee on Natural Resources, Fish and Wildlife, which has been working on a bill contemplating changes to Act 250. The group has also drafted an outline of an alternative non-regulatory proposal and received notes on it from ANR, and are concerned about private landowner response to such changes. The group is working on best management practices and educating the legislature about the issues and the work of the VTA.

Mike D. added that tremendous work has gone into the VTA/FP initiative and real concerns such as climate change are another reason to tackle the way we plan and regulate trails.

The group discussed the Act 250 and recreational trails work being done and the upcoming legislative session, and how VOREC provides an opportunity for legislators to hear from their constituents about the value of outdoor recreation and the importance of private landowners. Zac suggested the creation of a unified document that could be distributed statewide for all constituents to share a message and speak to their legislators, and the group agreed that some shared messaging and information for legislators would be valuable.

VOBA Update

Kelly reported that VOBA has officially received its 501C3 status, and noted recent changes to the board. She updated the group on the focus of the upcoming Vermont Outdoor Recreation Economy Summit as a way to work together building an outdoor recreation culture. She asked the group to consider how they can use the conversations at the summit to inform upcoming recommendations they make. She shared the agenda and a draft of the policy survey they will distribute.

Randolph's Outdoor Recreation Economy

Zac led the group on a brief walking tour of the downtown and further discussion over lunch, graciously covered by Cindy.

VOREC Community Grant and Designation Program: 2019-20

Mike and Becca led a discussion about the upcoming second round of the program and Becca shared the grant application from last year. Becca solicited input on any suggestions or ideas for this year's grant program.

Speaking as a recipient of last year's VOREC Community Grant, Zac recognized the state for investing in a rural community and provided input on receiving funding more quickly. Becca noted that it was important to align the grant requirements with the level of scrutiny this funding would likely receive as a pilot project. Cindy suggested the application materials include example criteria. Zac also recommended that knowing who the leader is on the project panel is important. Becca relayed that Jessica had an idea to do site visits to learn about the project, which allows more clarity and idea sharing. Hal shared support for the idea of site visits, though recommended that the timeline may need to be adjusted. Mike S. asked for the group to share any additional thoughts with Becca.

Public Comment

Sam Hooper provided comment that he was impressed with the RASTA project and the number of people beyond RASTA who support it. He shared the quality of life that the project helps bring to the town and the workforce needs it helps to fill for him as an employer. He suggested state-funded grant programs consider working with a bank to provide lines of credit for those who don't have funding up front.

Josh Jerome seconded the grant funding needs and suggested considering offering some amount of funds up front, as there needs to be an easier process to have funds to implement these types of projects.

VOREC Meeting Agenda: December 5, 2019

Advance Packet:

- October Meeting Minutes
- VOREC Action Plan

Meeting Begins 10 am: Walking/Driving Tour of Brattleboro

Peter Elwell, Town Manager, Brattleboro

Locations:

10:00 a.m. – Building a recreational hub in the downtown

Park at Depot Street (across the street from 26 Bridge Street. Depot Street has metered parking)

10:45 a.m. – Connecting to the West River

Park at 464 Putney Road

11:15 a.m. – A gateway to downtown - Retreat Farm, Meadows, and Trails

Park at the Retreat Farm – 45 Farmhouse Square

Steering Committee Meeting: 12 pm- 3pm at Brattleboro Fire Station Meeting Room

103 Elliot Street

12 pm: Lunch (provided)

12:30 pm-12:45 pm: Welcome: Michael Snyder, Chair

- Review and Approve Minutes from October Meeting

12:45- 1:15 pm: Updates

- Chair/Vice-Chair Updates
- VTGC Update
- VTA Update
- VOBA Update

1:15- 1:45 pm: Brattleboro's Outdoor Recreation Economy:

- **Sue Fillion**, Director of Planning
- **Peter Elwell**, Town Manager
- **Carol Lolatte**, Recreation and Parks Director

1:45-2:15 pm: Discussion of VOREC Members' Feedback from Term Renewal

2:15 -2:45: NBRC Funding Update and Discussion: Recommendations and Planning for the Year Ahead

2:45-3:00 pm: VOREC Community Grant Program: Updates and VOREC's Role

3:00-3:30 pm: PUBLIC COMMENT

3:30 pm: ADJOURN

VOREC Steering Committee Meeting

December 5, 2019 at the Brattleboro Fire Station Meeting Room, Brattleboro, VT

Steering Committee Attendees: Mike Snyder, Karrie Thomas, Drew Simmons, Marc Sherman, Josh Ryan, Mike DeBonis, Jeanne Gervais, Cindy Locke, Sarah Lang, Abby Long (Skype), Hal Ellms (Skype), Josh Hanford (joined late by Skype)

FPR/ACCD Staff Attendees: Craig Whipple, Caroline Zeilenga, Jessica Savage (Skype)

Public Attendees: Jennifer Waife (National Park Service), Shyla Foss (Dept. of Health), Peter Elwell (Brattleboro Town Manager), Sue Fillion (Brattleboro Planning Director), Carol Lolatte (Brattleboro Recreation and Parks Director), Andrew Graminski (Brattleboro Planning Technician), Jeff Nugent (Windham Regional Commission), Kathy Urffer (Connecticut River Conservancy), Jason Cooper (Friends of the West River Trail), Kelly Ault (VOBA)

Steering Committee Members Absent: Frank Stanley, Bill Supple

Mike S. Welcome and Introductions

October Minutes Approved: Cindy noted a correction to the language in the Vermont Trails Alliance section of the minutes. Karrie motion to approve with this correction; Mike D. second. None opposed, no abstentions.

Chair Updates

Mike S. reported that the Statewide Comprehensive Outdoor Recreation Plan (SCORP) is well underway, with over 4,000 responses so far to the survey, and that Governor Scott had just announced the second year of the VOREC Communities Grant Program funding. He also announced that Trey Martin had resigned from the steering committee and that a replacement representative would be sought. As established in the VOREC Executive Order, steering committee members are appointed by the Chair in consult with ACCD and the Governor; however, he is always happy to take input from the steering committee.

Vice-Chair Updates

Josh H. was unavailable to provide an update.

Vermont Trails and Greenways Council Updates

Abby reported that Danny Hale from VASA is the new VTGC chair, and that meetings have been more consistent and with a wider audience. She provided updates on the last meeting: Sherry Winnie from FPR provided an update on the RTP, which several council members sit on the ranking committee for, and Kate Forrer presented on the Town Forest Recreation Planning Toolkit. She noted VTGC was disappointed not to have been involved in the project but looked forward to being part of the conversation. VTGC is also working on SCORP feedback and shared the request for SCORP input with their members. Their next meeting is February 12, 2020.

Vermont Trails Alliance Updates

Cindy provided background on the VTA, and reported that it has presented a proposal to ANR outlining an alternative non-regulatory proposal to Act 250 for recreational trails, designed to protect private landowners, and hasn't seen movement on the proposal as quickly as they'd like, though she acknowledged that resources are also challenging at ANR.

VOBA Update

Kelly provided background on VOBA and reported that the organization's most exciting event of the past year was the Vermont Outdoor Recreation Economy Summit. One outcome of the summit is a workforce hiring project with Vermont Talent Pipeline; another is sector branding collaboration with the Department of Tourism and Marketing. VOBA is currently developing its year two initiatives, including becoming more involved in policy.

Kelly also asked for any reflections on the summit. The group discussed the workforce component of the summit and ongoing workforce needs, the importance of regional partnerships, the Vermont Business Roundtable, and the impact of the outdoor recreation community collaborating around shared ideas.

Brattleboro's Outdoor Recreation Economy

Sue presented on the morning's outdoor recreation tour of the town and outdoor recreation opportunities, needs, and challenges. The group discussed the impacts of social issues like opioid use and homelessness on outdoor recreation assets, and the challenges and benefits of the town taking on so many projects at once.

VOREC Member Feedback from Term Renewal

Jessica led a discussion about the steering committee member feedback provided at the renewal of members' two-year terms earlier this year: seven members offered written feedback, all indicating their experience had been positive and recognizing that VOREC is at crucial moment, with a need to both energize individual roles and engage constituents, but that more direction is needed to more effectively work on the action plan. Jessica and Mike S. noted that this discussion was part of a larger opportunity to think about what is needed to ensure the initiative's success.

NBRC Funding Update and Discussion

Mike S. provided background on the Northern Borders Regional Commission and ACCD Deputy Secretary Brady's role representing Vermont on this Commission for the Governor, and on the NBRC grant offering resources to support an economic office of outdoor recreation and also to convene a regional summit. He noted his belief that VOREC's long-term success depends on a position to work on the initiative day to day, and that the final decision on the funding is made by the Governor, and reminded the group that VOREC is the Governor's intended outdoor recreation economy office. He asked for input on what an NBRC-funded position to support VOREC should look like.

The group discussed the need for a dedicated staff person to collaborate across government agencies and with all sectors and stakeholders, and to locate additional funding sources. They also suggested the position should provide more direct assistance to communities, including providing additional funding

sources and assistance/resources as a follow-up to VOREC community visits. Abby and Mike D. commented that this position should be included as part of the SCORP. Kelly shared that the VOBA board has discussed the position and would like to be involved in informing some of the marketing ideas that could result. Hal and the VTGC also provided written feedback.

VOREC Communities Grant Program

Jessica provided an update on this year's VOREC Communities Grant Program, which was just launched and now has up to \$200,000 available to assist communities with outdoor recreation projects.

Public Comment

Shyla provided comment that she works for the Department of Health in a chronic health prevention position, working with communities on healthy community design, access to healthy food, and related issues. She remarked that the trail groups in Rockingham, the Windham County Trails Alliance, and the Saxtons River Valley Trails initiative connecting trails on the Connecticut River to the Windmill Hill Pinnacle Trails are very collaborative. Many people in Bellows Falls and Rockingham live below the poverty line and there are incentives for people to invest. Technical assistance was provided by a grant from Jennifer Waite at the NPS.

Meeting Adjourned