

## VOREC Meeting Agenda: January 12, 2018

### **Advance Packet:**

- December Meeting Minutes
- Final Recommendations sent to Governor
- CO Confluence Documents

### **Meeting Begins 12:30 pm**

**Location:** Mammut Offices 458 Hurricane Ln, Williston, VT 05495

### **12:30 pm-12:45 pm**

Welcome and Introductions

Minutes from August Meeting approved

Review Agenda

Discussion and decision on establishing a Vice Chair

**12:45 pm- 1:00 pm:** Update on Governor's Recommendations

**1:00 -1:15 pm:** CO Confluence Updates

**1:15 -2:30 pm:** Action Plan: Priorities, Resources and Timelines

**2:30-3:00 pm:** Water Quality and Recreation Resources

**3:00 pm: Public Comment**

**3:30: New Business and Set Next Meeting**

**4:00 pm: Adjourn**

## **VOREC Steering Committee Meeting**

January 12, 2018 at Mammut offices, Williston

**Attendees:** Mike Snyder, Drew Simmons, Bill Supple, Hal Ellms, Trey Martin, Amy Kelsey, Jeanne Gervais, Cindy Locke, Mike DeBonis, Tom Stuessy, Frank Stanley, Marc Sherman, Caroline Zeilenga, Dave Furman, Craig Whipple, Jessica Savage

### **Mike S: Introductions**

**November Meeting Minutes Approved:** Mike S. motion to approve, Frank second, none opposed, no abstentions

### **Mike S: Review agenda**

#### **Discussion and Decision on Establishing A Vice Chair**

Mike S: Commissioner's chair is established by executive order. Recommend that Commissioner of ACCD serve as vice chair, since this continues order from Governor.

Frank: Move to establish a vice chair; nominate Wendy as vice chair.

Tom: Second.

Discussion of vice chair.

Cindy: Amend that if chair and vice chair both can't attend, group will vote on a member to lead meeting at that time.

Amendment accepted, motion approved, none opposed, no abstentions.

#### **Update on Governor's Recommendations and Press Event**

Mike S. presents an embargoed version of the final recommendations to the Governor, with note that this is for steering committee reference only and not to be distributed until after the press event.

Discussion of pilot to create recreation friendly town program: community to be determined through a competitive process.

Jessica: The proposal the selection committee decides on will become a template and create replicable tools to use in other communities.

Mike S. discussion of press event: Governor's press conference next week will announce the recommendations submitted last month. Discussion of suggestions for run of show and preparations, including who should be invited, who will speak at the event, what questions the press might have.

Marc nominated and accepts to speak representing private sector.

Cindy nominated and accepts to speak representing non-profit sector.

### **Colorado Confluence Updates**

Mike S: Requesting update from Drew on the Confluence summit.

Drew explanation of Confluence summit in Colorado: all states with outdoor recreation initiatives invited to attend to develop an outdoor recreation platform across the country. Requested delegations of for- and non-profit members and for delegations to submit best practices in four categories. These recommendations will be compiled and delegations will agree on objectives at the summit.

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

Mike S. discussion of Senate bill S.276: rural economic development bill created based on public meetings about the rural economy. Includes outdoor recreation components.

Decision to recommend removing VORBA section, inserting in its place the outdoor recreation friendly community program, and supporting changes to Act 250 for Vermont Trails System designated trails.

### **Jessica: Next Steps and Work Plan**

Jessica discussion of next steps and work plan: What are steering committee's other priorities from these recommendations, and how will we take steps to accomplish them?

Hal: Data and asset development are a top priority.

Tom: Review of Act 250.

Frank: Identify a funding mechanism for stewardship.

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

Marc: Workforce development and its connection to tech schools and universities.

Tom: State marketing efforts and a state position for economic data collection.

Hal: Workforce training should take place at the high school level, especially technical career centers in high schools.

### **Water Quality and Recreation Resources**

Jessica discussion of what committee already knows about water quality and recreation resources and what they'd like to learn more about.

Trey explanation of Vermont Clean Water Fund, Vermont water quality standards, basin planning process, and Clean Water Day.

Decision to include education about water quality and recreation resources in a future steering committee meeting.

Jessica: Anything else we want more education on?

Trey: Invite Vermont Law School to speak to committee about business incubations and startups for outdoor recreation.

### **Public Comment**

No members of the public in attendance.

### **New Business**

Mike S: New Director of Lands Administration and Recreation at Department of Forests, Parks and Recreation: Becca Washburn. Moves recreation to the forefront of Department's work, further empowers Jessica as recreation program manager and lead VOREC staff.

Jessica: VOREC's role in upcoming Society of Outdoor Recreation Professionals' National Outdoor Recreation Conference. Regularly scheduled steering committee meeting Monday, April 23, with extended public comment period for conference participants from across the country to ask questions. Afternoon plenary session with other VOREC members, and other conference events.

Trey: Move to adjourn.

Jeanne: Second.

Mike S: Meeting adjourned.

## VOREC Meeting Agenda: February 23, 2018

### **Advance Packet:**

- January Meeting Minutes
- Draft Action Plan

### **Meeting Begins 1:00 pm**

**Location:** Dewey Conference Room, National Life, Montpelier

#### **1:00-1:15 pm:**

Welcome and Introductions

Minutes from January Meeting approved

Review Agenda

**1:15-1:30 pm: General Updates:** (Mike and Wendy) Legislation, events, outreach

**1:30-1:45 pm:** VCF Sponsorship Opportunity for NORC

**1:45-2:00 pm:** Outdoor Business Alliance Update

**2:00-2:30 pm:** Action Plan: Priorities, Resources and Timelines

**2:30-3:00 pm: Health and VOREC:** VT Dept. Of Health community programs, possibly RiseVT as well

**3:00 pm: Public Comment**

**3:30: New Business and Set Next Meeting**

**4:00 pm: Adjourn**

## **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.



## VOREC Meeting Agenda: March 23, 2018

### **Advance Packet:**

- February Meeting Minutes
- Draft Prioritized Action Plan

### **Meeting Begins 12:30 pm**

**Location:** Annex Building, 190 Junction Rd, Berlin, VT 05602

### **12:30 pm-12:45 pm**

Welcome and Introductions

Minutes from February Meeting approved

Review Agenda

**12:45 pm- 1:15 pm:** Vermont Law School Small Business Law Clinic Presentation: David Mears and Jill Pfenning (by phone)

**1:15 -1:45 pm:** Ken Jones (ACCD): DRAFT Outdoor Rec Economic Impact Study

**1:45-2:00 pm:** Discussion on Outdoor Recreation Economy (national and state)

**2:00 pm-2:15:** Update on ThinkVermont and map: Wendy

**2:15 pm-2:25 pm:** Update on Outdoor Business Alliance

**2:25 pm-3:00 pm:** Action Plan: Priorities, Resources and Timelines

**3:00 – 3:30 pm:** NORC schedule and VOREC attendance; upcoming conference opportunities

**3:30: Public Comment**

**3:45 pm: New Business and Set Next Meeting**

**4:00 pm: Adjourn**

## **VOREC Steering Committee Meeting**

March 23, 2018 at The Annex, Montpelier

**Attendees:** Mike Snyder, Wendy Knight, Hal Ellms, Mike DeBonis, Tom Stuessy, Amy Kelsey, Dave Furman, Jessica Savage, Craig Whipple, Caroline Zeilenga, Marc Sherman (via phone), Sarah Lang (via phone), Drew Simmons (late), Trey Martin (late), David Mears, Ken Jones, Heather Pelham

### **Mike S: Introductions**

**February Meeting Minutes Approved:** Tom motion to approve, Wendy second. Tom moves to pass minutes as amended to include that Tom seconded creation of an outdoor ethic. Minutes approved with amendment. None opposed, no abstentions.

### **Mike S: Review agenda**

#### **Vermont Law School Small Business Law Clinic Presentation with David Mears**

Mike S: Introduction of David.

Introduction of committee members to David.

David explanation of Vermont Law School (VLS) small business law clinic. How could VLS be better engaged with outdoor recreation? Model would be to provide legal services to businesses just starting or just scaling up. Services initially proposed in Chittenden County, but eventually statewide.

Questions about VLS program raised and answered.

Mike S: Any request you want us to consider for next steps?

David: General suggestions, and ideas for fundraising and funding sources or organizations that may want to partner with VLS.

#### **DRAFT Outdoor Rec Economic Impact Study with Ken Jones (ACCD) & Discussion of Outdoor Recreation Economy (National and State)**

Mike S: Introduction of Ken

Ken explanation of economic impact, reasons for and components of economic assessments.

Discussion of importance of quantifying economic impact of outdoor recreation.

Drew: Are there other industries/groups using blends of statistics in their ask for investment?

Ken: Tourism sector demonstrates how tourism money leads to other higher-quality services. Outdoor recreation sector is similar: connects to transportation, hospitality, working lands, etc.

Discussion of metrics to measure value of outdoor recreation, and of role of ski areas on larger outdoor recreation industry conversation.

Decision to provide further information to Ken, and also to the national outdoor recreation impact study.

### **Legislative Update: Mike & Wendy**

S.276 bill: Passed Senate, outdoor recreation friendly community program included, with language that VOREC would be part of planning and implementing it with FPR and ACCD, and pending Senate Appropriations support of appropriation.

Trails exemption from Act 250: Trails exemption section removed from Senate version of bill, but provision being added to H.904 bill, in committee and may need VOREC support.

Community pilot program language is in ACCD budget and committees are showing interest in this project.

Think Vermont Innovation Fund: Passed out of committee, includes seed funding for business startups, which can include outdoor recreation businesses.

### **Update on Think Vermont and Map with Heather Pelham (ACCD)**

Wendy: Introduction of Heather Pelham

Heather explanation and walk-through of ThinkVT website: interactive community atlas asset map with data layers.

Wendy: Tool is intended for people who want to move here; does not replicate other existing tools like Trail Finder or TrailHUB. Tourism and outdoor recreation sectors will be separated out into individual layers.

### **Update on Outdoor Business Alliance**

Mike S. asks for OBA update from Drew.

Drew: Goal of OBA is to help OBA members become better businesses. Important to remember the distinction between outdoor recreation industry and outdoor recreation economy—economy includes indirect links as well. Advocacy: in process of growing and polling membership to understand what priorities are most important for alliance to support. There will be many opportunities for the administration and VOREC to support the OBA.

Wendy: ACCD is focused on economic development initiatives, can help provide business support and assist with funding. Important for OBA to connect with ACCD.

Discussion of VOREC as conduit to what businesses need, environmental ethic as part of Vermont OBA, building alliance and bringing in new voices.

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

Jessica reviews action plan, seeks input on priority list. Agreement that pilot program is major priority.

Discussion of VHCB rural economic development program, leveraging rather than replicating other projects, priority lists within specific pillars.

Mike S: Suggesting that revisiting action plan is a recurring item in our meetings.

Mike D: Requesting time in a future meeting to focus on funding for stewardship.

Jessica: In a future meeting, we can focus just on funding-related items.

Discussion of locating additional resources to help members understand funding sources better.  
Decision to postpone this conversation until a future meeting.

#### **NORC Schedule & VOREC Attendance**

Jessica reviews NORC conference agenda and plan.

#### **Public Comment**

Kelly Ault: Announcement of Bicycle Express grand opening Friday, March 30. Ribbon cutting with Governor, Commissioner Snyder, WATA members, and others.

#### **New Business**

Mike S: Second outdoor recreation Confluence convening in July in North Carolina.

Tom: VOICE has a new charter. Please review and schedule a short Q & A at the next meeting.

Drew: Added VOREC membership to LinkedIn profile. Created a lot of engagement and promoted the initiative.

Jessica: VOREC is being asked to present at upcoming fall conferences. Would like to revitalize communications work group to create a singular presentation that members can use.

Mike S: Other new business?

No other business, meeting adjourned.

## VOREC Meeting Agenda: April 23, 2018

### **Advance Packet:**

- March Meeting Minutes

### **Meeting Begins 8:30 am**

**Location: Black Box Theatre, Main Street Landing 60 Lake St, Burlington, VT 05401**

### **8:30 am-8:45 am**

Welcome: Michael Snyder, Chair

Introductions and VOREC steering committee member statements

Review Minutes from March Meeting

### **8:45 am- 9:30 am: Updates**

- Chair Update
- Vice Chair Update: Wendy Knight
- Member Updates
- VOBA Update

**9:30-10:15:** Outdoor Recreation Friendly Community Program Discussion: Jessica Savage, Recreation Program Manager

### **10:15 am: BREAK**

**10:30 am- 11:30 am:** Addiction Recovery and Outdoor Recreation: Jolinda LeClair, Director, Drug Prevention Policy

**11:30 am-12:15 pm:** Public Comment

**12:15 pm: ADJOURN**

## **VOREC Steering Committee Meeting**

April 23, 2018 at the National Outdoor Recreation Conference, Burlington, VT

**Attendees:** Josh Ryan, Cindy Locke, Mike DeBonis, Frank Stanley, Mike Snyder, Wendy Knight, Drew Simmons, Tom Stuessy, Bill Supple, Hal Ellms, Trey Martin, Jessica Savage, Caroline Zeilenga

### **Mike S: Introductions, overview of VOREC for conference members in attendance**

Introductions from each committee member

**March Meeting Minutes Approved:** Cindy motion to approve, Tom second. Cindy motion to pass minutes as amended to remove her name from list of attendees. Minutes approved with amendment. None opposed, no abstentions.

### **Committee Member Updates**

Mike S: Legislative update: S.276, Outdoor Recreation Friendly Communities Program and appropriation, Act 250 and recreational trail development.

Wendy: Legislative update: ThinkVT Innovation Fund, S.105. Pivot process improvement plan for permits for businesses in Vermont, updating outdoor recreation on ThinkVT portal, film opportunities in VT.

Josh: Trail design and construction for municipalities looking to build infrastructure.

Cindy: VTGC supporting Act 250 and recreational trails policy changes.

Mike D: Trail clubs focused on hiring and planning for summer trail work. Ideas for enhancing stewardship funding and trail infrastructure are an exciting part of VOREC.

Frank: Legislative session wrapping up, looking forward to more VOREC work.

Drew: National momentum on outdoor recreation, Confluence summits, hoping this will create tools for other states who want to build state offices of outdoor rec, goal of identifying a metric for success for outdoor industry that isn't just dollar figure.

Tom: Background on VOICE, updated VOICE charter shared at last meeting, any questions about charter?

No questions, updates continued.

Bill: Working on VOBA with other members, and looking forward to pilot when it gets going.

Hal: Two anecdotes related to VOREC work: community value of rec path in Golden, CO, and High Line rec path in New York City.

Trey: Trust for Public Land and conservation community update: Heard presentation by Quantified Ventures about financing for public recreation groups. Would like to meet with non-profit representatives before next meeting to discuss models to pay for conservation projects and perhaps bring this group to speak at a future meeting.

## **VOBA Update**

Mike S. asks Drew for update on VOBA.

Drew: Background on VOBA, updates from last meeting.

Discussion on role and importance of VOBA.

## **Outdoor Recreation Friendly Community Program Discussion**

Mike S. introduces Jessica to lead discussion.

Jessica: Background on Outdoor Recreation Friendly Community Program and recent planning discussions. Would like to ask questions of steering committee members today to guide future planning meetings. Opportunity for committee members to be part of planning group.

Jessica: What does success look like?

Discussion of goal of this project, how VOREC can support it, amount of funding available, definitions of an Outdoor Recreation Friendly Community, and how success and impacts are measured.

Jessica: How can we make sure this program raises the standard for how outdoor recreation boots economic impact? How can we make sure pilot communities lead to a successful long-term program?

Discussion of what long-term success looks like.

Jessica: The language for this program exists within an economic development bill and communities need to demonstrate economic need to be eligible. How can we make sure we're capturing success when communities' readiness levels may be different?

Discussion of tools, resources, and partnerships; criteria and evaluation for potential projects; near, mid, and long-term goals.

## **Break**

## **Addiction Recovery and Outdoor Recreation Panel**

Mike S. introduces Jolinda LaClair, Vermont Director of Drug Prevention Policy.

Jolinda: Background and statistics on addiction in Vermont; four pillars of policy: prevention, treatment, recovery, enforcement; strategies for addressing these pillars.

Introductions and discussion from addiction recovery and outdoor recreation panelists: Gary DeCarolis, Executive Director of Turning Point Center; John Gower, Turning Point employee; Mickey Wilds, CEO and founder of Working Fields; Breck Knauft, Executive Director of Vermont Youth Conservation Corps; Dan Osman, Director of Camp Daybreak.

Jolinda: As Governor's Opioid Prevention Council moves forward with next set of strategies, especially emphasizing prevention and recovery, how can we share strategies and find partnerships?

## **Public Comment (In Response to Addiction Recovery and Outdoor Recreation Panel)**

Public Comment: Ohio Governor created “Start Talking” bumper stickers to encourage talking with children about drugs. Use of state vehicles in Ohio to solve transportation problems in rural communities.

Public Comment: What ways do you measure efficacy of recreation in response to addiction?

Discussion of role of outdoor recreation in recovery; access and participation opportunities.

Public Comment: Can we as outdoor recreation professionals use health impact assessments in our planning?

Discussion of strategies to use these assessments in planning.

Mike S: Steering committee will continue to discuss ways to continue working with the Council.

### **Public Comment (General)**

Mike S. opens floor for continued public comment with VOREC steering committee.

Public Comment: Congratulations on recent town forest project. Also want to speak to equine recreation as a form of outdoor recreation. Horse industry drives economic impact and is under-represented on steering committee. Little equine access on public land in VT.

Mike S: Our fundamental principle is to be inclusive. We welcome and encourage your engagement not only through members of the steering committee.

Cindy: Also encourage you to participate with VTGC.

Drew: We’re paying attention to federal data on outdoor recreation impacts, and equestrian impact is well represented there.

Public Comment: If one community receives full \$100,000 appropriation for Outdoor Recreation Friendly Community Program, this is a disincentive to leverage funding. What about four communities receiving \$25,000 each?

Mike S: Both arguments have been made in the legislative discussion.

Public Comment: Recognize that the Outdoor Recreation Friendly Community Program is a new initiative and needs to stay innovative and flexible. Be willing to take risks with projects that don’t fit traditional funding sources.

Public Comment: Can we see your initiatives and goals so we can best work together?

Mike S: We’re working in the moment, developing strategy as we go at this point. Don’t have an agenda for the long term set yet, but want to be open and invite input as agenda evolves.

Wendy: You can see our action plan to understand where we’re at presently and what you might want to help with.

Public Comment: What are some of the ideas you’ve come up with for criteria to make a town outdoor recreation friendly?



Trey: Towns with a planning process across sectors—trails, water, etc. And how the town is connecting to broader regional efforts.

Wendy: Commitment from business center. Are town's businesses committed to understanding what their recreational assets are.

Jessica: Communities with a real understanding of the user groups they have and want to attract, to best cultivate user experience. And signage, maps, etc. to identify these communities to visitors.

Mike D: Towns that embrace volunteerism to maintain and build their assets.

Drew: Cultural buy-in from the town to illustrate they're willing to work as a team.

Public Comment: What is your group doing to demonstrate that all income levels are invited to participate, not just elite?

Mike S: Growing participation among all demographics and income levels is foundational for us.

Hal: We don't want gear to be a barrier for entry. Implementing a gear loaner program in select state parks.

Drew: We need to remember geographic and demographic concerns in our efforts, and this is among them. Public health is also key.

Cindy: We're discussing how to invite youth into the outdoors, and ways to boost involvement of youth of all backgrounds.

Public Comment: Working on Teton Dam restoration, to bring outdoor recreation back to this community, but difficult getting interest from businesses. How have you come together so quickly?

Mike S: Vermont's Department of Forests, Parks & Recreation has a rich history of partnering with volunteers and external groups. Economic development potential of these partnerships is a newer realization, which came to us from the business community. Businesses came to the State to create this initiative.

Drew: One of our strategies was to talk grand-scale and long-term, which encourages more involvement.

Cindy: The community spirit is here in Vermont. The politics are less important than the sense of volunteerism and working for the common good.

Wendy: Small size of state helps empower interested leaders.

Public Comment: We created a Camping 101 in our town to give people knowledge and encourage them to get outside, and held clinics so people could feel comfortable asking questions.

Public Comment: Question for Wendy about the ThinkVT webpage: How does the Department determine what destinations are included?

Wendy: Site is not meant to show outdoor recreation assets, but outdoor recreation as a key industry.

Mike S: Other comments?

No other comments. Trey motion to adjourn, Frank second. Meeting adjourned.

## VOREC Meeting Agenda: May 30, 2018

### **Advance Packet:**

- April Meeting Minutes

### **Meeting Begins 12:30 pm**

**Location: The Winooski Room, National Life Building, Montpelier**

### **12:30 pm – 12:45 pm:**

Welcome: Michael Snyder, Chair

Review Minutes from April Meeting

### **12:45 pm- 1:15 pm: Updates**

- Chair Update
- Vice Chair Update
- Member Updates: Congressman Welch event follow up
- VOBA Update

### **1:15 pm-3:15 pm: Stewardship and Resources Action Planning**

### **3:15 pm-3:30 pm: Summer Meeting Dates and Locations**

- June 18<sup>th</sup>: Newport
- July 18<sup>th</sup>: Springfield
- August 14<sup>th</sup>: Burlington

### **3:30-3:45 pm: Public Comment**

### **3:45 pm- 4:00 pm: New Business**

### **4:00 pm: ADJOURN**

## **VOREC Steering Committee Meeting**

May 30, 2018 at Agency of Natural Resources Offices, Montpelier, VT

**Attendees:** Wendy Knight, Mike Snyder, Tom Stuessy, Bill Supple, Drew Simmons, Hal Ellms, Jeanne Gervais, Mike DeBonis, Danny Hale (for Cindy Locke), Amy Kelsey (phone), Trey Martin (phone), Craig Whipple, Jessica Savage, Caroline Zeilenga, Tim Tierney

### **Mike S: Introductions and Welcome**

#### **Review April Minutes**

Drew motion to approve, Tom second. Minutes approved.

#### **Chair Update**

Mike S: Legislative session finished. Legislative updates involving outdoor recreation, including S.276, H.904, H.132.

Wendy: S.105 bill passed, but was vetoed by Governor. Economic development marketing money and Innovation Fund were included in budget.

Jessica: FPR general recreation updates: Great Outdoor Month events, including Governor's press event; hiring a third field recreation specialist; Outdoor Recreation Friendly Communities Program group work; RTP grants to communities and non-profits; FPR/Velomont/VT Huts working group; all state parks now open.

Mike S: Steering committee update on Amy and Bill, who have both changed jobs. With permission from Governor's office and out of desire for continued progress, both staying on committee. Mike D switching roles with Amy: Mike is now VTGC non-motorized representative, Amy is in general recreation position.

#### **Member Updates**

Bill: Outdoor Recreation Friendly Communities Program group well-formed and has already done substantial work.

Jessica: Update on Congressman Welch outdoor recreation event.

Craig: Working with Marc on gear loaner program, will be at two sites at each of five state parks.

Discussion of gear loaner program: how news is being shared and how program is being promoted.

Jeanne: Island Pond ATV trails opened this week. Plans to build a bridge, and open town's streets to ATVs.

Discussion of buy-in from local communities, Vermont Council on Rural Development community visits and outdoor recreation as a top priority for many towns.

Drew: Recreation signage expanding in Mad River Valley, work that VOREC could connect with, movement for outdoor recreation projects in Randolph.

Tom: VOICe recently added new businesses as members.

Amy: Happy to continue to serve on steering committee. Work is now around research and planning for community development and rural communities. Hoping to be a resource and find new related resources.

Trey: Doing part-time work at Vermont Law School on programs providing support to business startups—outdoor recreation and rural ventures will be features in first year of programs. Participated on Confluence stewardship drafting group, finalized three main points.

Discussion of shared understanding of stewardship among different states involved in Confluence.

### **VOBA Update**

Drew: Meetings upcoming, draft website live, more work in progress.

Bill: Large group, promising structure, advanced already.

Mike S: Related update: One of VOREC's recommendations was to work with VEDA to pursue favorable lending for outdoor recreation. Met with VEDA representatives, interested in promoting this opportunity. Mike would like to discuss promotional plan with VOBA members to bring a proposal to VEDA.

Drew: Will connect VOBA funding working group with Mike.

### **Stewardship and Resources Action Planning**

Mike S: Goal is to determine what is needed to address funding for stewardship, and steps for each of the recommendations related to stewardship. First, let's recognize stewardship is foundational to VOREC's work, and identify our collective definition.

Discussion around the room of what stewardship means to each member and how it fits in the pillars of VOREC's recommendations, with goal of reaching consensus on what VOREC's definition of stewardship is, what it includes, what is needed to accomplish it, and how it will be achieved.

Discussion of what stewardship looks like for VOREC: volunteers, funding, leadership, education, outreach.

Jessica breaks down top recommendations related to stewardship on posters around room. Asks group to work in pairs to identify next steps for each recommendation.

Discussion of each recommendation, steering committee members' suggestions for next steps.

### **Summer Meeting Dates and Locations**

Discussion of upcoming meetings.

### **Public Comment**

No public comment, no public in attendance.

### **New Business**

Drew: Confluence update, opportunities to promote Vermont as part of Confluence.

Discussion of Confluence summit, objectives of Confluence, and how to promote Vermont.

No other new business, meeting adjourned.

## VOREC Meeting Agenda: June 18, 2018

### **Advance Packet:**

- May Meeting Minutes

### **Meeting Begins 10 am**

**Location: The Gateway Center, 84 Fyfe Dr, Newport, VT 05855**

### **10 am- noon:**

Bike or van ride to tour bike path and Bluffside Farm. Guides: Tracy Zscou, Vermont Land Trust and Louise Whipple from Memphremagog Ski Touring foundation (<http://www.mstf.net/>)

### **Noon: Lunch back to Gateway Center**

### **12:30 pm: Steering Committee Meeting, Gateway Center**

Welcome: Michael Snyder, Chair

Review Minutes from May Meeting

### **12:45 pm- 1:30 pm: Updates**

- Chair Update
- Member Updates
- VOBA Update
- Outdoor Friendly Community Program updates

### **1:30 pm-2:00 pm: Newport and Outdoor Recreation Economic Development Initiatives:**

Laura Dolgin – Newport City Manager

Karen Geraghty – Economic Development specialist, NVDA and Newport City Downtown organization

Jessica Booth – Newport City Recreation Department Director

Jim Nagle – Newport City Harbormaster

Tracy Zschau, Conservation Director, VLT

### **2:00 pm-2:30 pm: Discussion and Q and A with our Guests**

### **2:30 pm: Public Comment**

### **2:45 pm- 3:00 pm: New Business**

### **3:00 pm: ADJOURN**

## **VOREC Steering Committee Meeting**

June 18, 2018 at the Gateway Center, Newport, VT

**Attendees:** Drew Simmons, Bill Supple, Cindy Locke, Jeanne Gervais, Mike Snyder, Hal Ellms, Trey Martin, Josh Ryan, Amy Kelsey (phone), Craig Whipple, Jessica Savage, Caroline Zeilenga, Karen Geraghty (Northeastern Vermont Development Association), Laura Dolgin (Newport City Manager), Jessica Booth (Newport Recreation Department Director), Jim Nagle (Newport Harbormaster), Louise Whipple (Memphremagog Ski Touring Foundation), Robin Smith (Orleans/Caledonia County Record), Tracy Zschau (Vermont Land Trust)

### **Mike S: Welcome, Introductions**

#### **Chair Update**

Mike S: Governor's signing ceremony for S.276 next week. No legislative changes or updates. Confluence update: Drafting committees have submitted their work, documents will be moved forward at next month's summit, where Vermont delegation will attend remotely, and then will be ratified in a signing ceremony at Outdoor Retailer.

#### **Member Updates**

Drew: Vermont Outdoor Business Alliance Update: VOBA continuing to move forward, determining structure and discussing pace of growth given members' capacities.

Mike S: Any barriers or assistance needed?

Drew: Not at this time. Setting up solid foundation before beginning next steps.

Cindy: Vermont Trails and Greenways Council Update: VTGC evaluating mission, website, how to bring new life to council, including how to be more helpful in the State House with developing trails. Plans to build a trail development guide. Also plans to build an ATV trail.

Mike D: Green Mountain Club work for the season has kicked off. New maps coming out this year, and GMC creating more content/resources.

Hal: Working with Trust for Public Land on Hunger Mountain Headwaters project on Worcester Range, with funding from the Forest Legacy Program.

Trey: Hunger Mountain Headwaters event with Senator Leahy scheduled for this Friday. Also working on an ROI project with Trust for Public Land.

Josh: Building an accessible boardwalk in Monkton and would love to give a tour of this site. Hired 3 more people, bringing total crew to 8. Also, learned a lot on today's tour. As we push large-scale projects in municipalities, is there a way to combine multiple grants into one project to attain higher funding.

Mike S: Asks Craig for update on Governor's recent press conference on Great Outdoors Month.

Craig: Press conference was last week. Took the opportunity to mention the VOREC recommendation of the camping gear loaner program.

### **Outdoor Recreation Friendly Communities Program Update**

Jessica: Moving ahead with planning team that includes Jessica, Bill, Hal, Craig, Becca Washburn, and ACCD staff. Group is growing; timeline is tight. Need to report to legislature on progress in January. Plan is to take applications in the fall and select a community by end of year, and can include that in the report.

Mike S: Other updates? (None)

### **Newport and Outdoor Recreation Economic Development Initiatives**

Karen: History of the city: working landscape, industry, rail, logging. Industry has meant waterfront is less utilized by town.

Tracy: Background on Scott Farm and Vermont Land Trust purchase of property. Working land, cultural asset, historical significance. Public visioning sessions on benefits of the farm to the community. Trail project connecting land to Prouty Beach and Beebe Spur Rail Trail, fundraising ongoing.

Laura & Jessica B: Update on Newport Centennial Celebration. Update on work to link downtown more closely to waterfront, and downtown businesses to recreational activity markets.

James: Background on role of harbormaster and seasonal/transient use of slips in harbor, work to link marina to downtown activity, and potential federal funding for boating infrastructure grant.

Drew: Can you explain how the structure is set up?

James: Current structure of city dock would need to grow with the project to include a rental manager and maintenance staff.

Karen: Still developing capacity, need early wins for larger infrastructure projects.

### **Discussion and Q&A**

Mike S: We're here to hear about your work and how we can help, but also to hear what parts of your work we can bring to other communities. What did it take for people to support conservation?

Karen: Working with the community so no one feels left out, offering information on what recreational assets can provide for a community, connecting different segments of our population.

Laura: Also messaging economic opportunities.

Karen: Need substantial funding to leverage one opportunity into the next.

Louise: Need more singletrack and trail riding here. With more finances and people helping, would love to see a bike event here.

Karen: Need marketing assistance—strategic marketing, or link to regional/state marketing. We have markets here waiting to be tapped.

Discussion of who is measuring results, and how, and interest in finding ways to assign growth to recreational investments to increase buy-in.



Discussion of what VOREC can offer to Newport and VOREC's role following this meeting: growing assets, designing Outdoor Recreation Friendly Communities Program, locating available resources and facilitating connections.

**Public Comment**

No public comment.

**New Business**

Drew: Valley Moves program in Waitsfield has a signage program with trailside kiosks. Suggesting this group come speak to steering committee about this program.

No other new business, meeting adjourned.

## VOREC Meeting Agenda: August 1, 2018

### **Advance Packet:**

- June Meeting Minutes
- Draft VOREC Community Grant Program Structure
- Draft Outline for Governor's Reprt

### **Meeting Begins 9 am**

**Location: Essex Act 250 Conference Room in the Fish and Wildlife Building, 111 West Street, Essex Junction, VT**

### **9 am:**

Welcome: Michael Snyder, Chair

Review and Approve Minutes from June Meeting

### **9:15 am- 9:45 am: Updates**

- Chair Update
- Member Updates
- VOBA Update

**9:45-10:30 am:** Present and Discuss VOREC Community Grant Program (Outdoor Recreation Friendly Community Program)

- Program Structure and timeline
- Call for selection committee members

### **10:30 am- 10:45 am: Break**

**10:45 am-11:30 am:** Discuss draft outline of report for Governor (due September 15<sup>th</sup>)

**11:30-11:45:** Public Comment

**11:45-noon:** New Business

**Noon: ADJOURN**

## **VOREC Steering Committee Meeting**

August 1, 2018 at Agency of Natural Resources Offices, Essex Junction, VT

**Attendees:** Wendy Knight, Mike Snyder, Bill Supple, Drew Simmons, Jeanne Gervais, Mike DeBonis, Craig Whipple, Jessica Savage, Caroline Zeilenga, Tim Tierney, Becca Washburn, Hilary Delross, Josh Ryan, Marc Sherman, Frank Stanley

### **Mike S: Introductions and Welcome**

**May Minutes Approved:** Drew motion to approve, Bill second, none opposed, no abstentions

**June Minutes Approved:** Bill motion to approve, Drew second, none opposed, no abstentions

### **Chair Update**

Mike S: Reviews Jessica's and Caroline's family leave plans and upcoming meeting plans. Invites input from steering committee on agenda items or other needs in the coming months.

Mike D: Organizations available to assist with planning and meeting logistics if helpful.

Mike S: Recap of Outdoor Retailer July visit. Many opportunities to connect with Vermont businesses. Should future trips be different—a booth, a new representative, etc.? Inviting committee input. Recap of Confluence Accords signing ceremony. Question of how retailer tension with Amazon informs VOREC's work to promote outdoor economy.

Discussion of having a booth, reaching out to other regional booths to hear their thoughts, other ways to connect, and possibility of VOBA having a booth for smaller Vermont brands.

Mike S: Asks FPR staff present for other department updates.

Craig: Gear loaner program generating interest and press, and Parks staff enjoy engaging with new campers.

Marc: Request for OGE to get more information on program's success this season, to justify purchasing budget to expand program; ways to create program funding even from brands who don't have gear needed for the program.

Jessica: Internal and external working group to support VT Huts/Velomont hut system. Great potential locations, buy-in, and economic initiative. Also an Americorps member assisting VOREC this fall with background in mapping. FPR recreation team demoed e-bikes recently to consider policies related to state lands.

Wendy: Capitol for a Day events with Governor each include an outdoor recreation component. Northern Border Regional Grants announced today. VMBAFest held last weekend, US Open mountain biking event begins this week. Vermont has put in a bid to host the summer X Games in Burlington, and working on bringing another big outdoor recreation event (confidential) to the state.

### **Member Updates**

Jeanne: Three more miles of ATV trails with continuing work on this project. Lost a major snowmobile trail because of logging operation and working on a re-route.

Josh: Recent quarry and lumberyard visits demonstrate excitement about trail building with locally-purchased materials. Economic impacts growing for local communities. Also creating a photo project of what happens to a trail across the year.

Frank: Trail groups working on trails for upcoming snowmobile season.

Mike S: One additional update from chair: S276 requirement to create for Act 250 study commission a report on Act 250 and recreational trails. Working group formed with NRB chair, FPR Commissioner, and their teams.

Drew: Attending SHIFT Conference this fall, topic is public health and outdoor recreation economy.

Mike D: Coalition of Northeastern Governors holding a conference with Canadian Premiers, and GMC hosting hike that includes Barnes Camp boardwalk during the conference. Long Trail Day August 11 to get people out on guided hikes across the state.

### **VOBA Update**

Drew: Refining steering committee structure, identified likely program manager, need to locate a budget to support this role. Also met with Maine outdoor retailers group. Would be interesting to discuss non-poach business agreement with Maine and New Hampshire to create a cross-state approach.

### **VOREC Community Grant Program**

Jessica: Reviews name of program, goal to build a sustainable program with longevity and replicability and program criteria with aim to find communities that meet at least one of VOREC's four main objectives.

Discussion of application points for communities meeting multiple VOREC goals and economic need.

Discussion of eligibility requirements and qualifying marketing term in eligibility.

Discussion of measurable outcomes and selection requirements, and incorporation of public health component into application.

Jessica: Developing application materials and asking steering committee to send any grant applications they think would be beneficial to see.

Jessica reviews draft timeline.

Mike S: Selection review committee needed, and law calls for VOREC members on review committee. Asking for either Hal or Bill (who've been active in the group working to develop this), plus a representative from non-profit sector, a municipal participant, and someone from outside VOREC and state government. Requesting nominations.

Sarah volunteers in municipal role, Frank and Mike D. in non-profit role.

Mike S: Asking ACCD team to assist with identifying an appropriate member from outside VOREC and government.

Discussion of program outreach.

**Draft Outline of Report for Governor**

Mike S. reviews outline of what's been accomplished and further recommendations remaining.

Discussion of other topics to include in the report.

**Public Comment**

No public comment, no public in attendance.

**New Business**

No new business.

Wendy motion to adjourn, Frank second, meeting adjourned.

## VOREC Meeting Agenda: October 9, 2018

### **Advance Packet:**

- August Meeting Minutes
- Draft Prioritized Action Plan
- Draft VOREC Community Grant Program Selection Committee

### **Meeting Begins 2:00 pm**

**Location: Craftsbury Outdoor Center, 553 Lost Nation Rd., Craftsbury Common, VT**

### **2:00 -2:15 pm**

- Welcome and Introductions
- Minutes from August Meeting approved
- Review Agenda

### **2:15 - 2:45 pm: Updates**

- Chair Update
- Member Updates
- VOBA Update

**2:45 – 4:00 pm:** Discuss Action Plan and next steps for VOREC

**4:00 – 4:30 pm:** Discuss recommendations for VOREC Community Grant Program Selection Committee

**4:30 – 5:00 pm:** Governor’s Announcement of VOREC Community Grant Program (invited)

**5:00 pm: Adjourn**

## **VOREC Steering Committee Meeting**

October 9, 2018 at Craftsbury Outdoor Center, Craftsbury, VT

**Attendees:** Mike Snyder, Bill Supple, Drew Simmons, Jeanne Gervais, Mike DeBonis, Craig Whipple, , Tim Tierney, Becca Washburn, Frank Stanley, Trey Martin, Hal Ellms, Cindy Locke, Josh Hanford, Kelly Ault, Heidi Krantz, Amy Diller (via telephone)

### **Mike S: Introductions and Welcome**

**August Minutes Approved:** Drew motion to approve, Bill second, none opposed, no abstentions

### **Chair Update**

Mike S: Reviews ANR/NRB Recreational Trail Working Group and report to legislative commission on Act 250 and upcoming stakeholder meeting on 11/1. Also noted recent work of FPR and ACCD staff to finalize VOREC Community Grant Program (to be launched by Governor later at this meeting. Invites input from steering committee on agenda items or other needs in the coming months.

### **Member & Guest Updates**

Heidi Krantz reported on progress with VT Horse Council and FPR

Cindy Locke: Seasonal transition at VAST; Northern Forest Recreation Summit in November.

Jeanne: ATV trails closed 10/1 for hunting; open again come dry conditions in June.

Tim Tierney: New job at ACCD

Trey Martin: Requesting meeting agenda time for feedback on Return on Conservation Investment report. Also, noted law clinic at VT Law School is looking for recreation business start-ups to work with.

Hal Ellms: arranged good meeting with himself, Trey, and Commissioner Snyder and Commissioner Taylor Caswell, NH Dept. Of Business Affairs for a general conversation about the regional recreation economy. Also, noted record sales month at Darn Tough Vermont.

Frank: Trail groups working on trails for upcoming snowmobile season.

Mike S: One additional update from chair: S276 requirement to create for Act 250 study commission a report on Act 250 and recreational trails. Working group formed with NRB chair, FPR Commissioner, and their teams.

Drew Simmons: Attending SHIFT Conference this fall, topic is public health and outdoor recreation economy.

Judy Geer: Welcomed us as host for meeting. Also noted that the Outdoor Center will be hosting Nordic Nationals this January.

Mike D: Noted the great success of the Barnes Camp restoration partnership in Smugglers' Notch byway and trail assessments underway with FPR.

Amy Diller: Mentioned the opening of the new hut at Chittenden Brook.

### **VOBA Update**

Kelly Ault provided an overview and current status of the developing Vermont Outdoor Business Alliance and plans for an upcoming meeting in Burlington on 11/1.

### **VOREC Action Plan and Next Steps**

Review of recent accomplishments and the need to continue working on those (VCGP, First Time Happy Campers, VOBA, etc.). Wide ranging discussion on status and needs for remaining high-priority items from VOREC recommendations and action plan. Noted that recently submitted annual report to the governor includes ten next steps.

Topics covered included: need for dedicated revenue source, especially for stewardship of recreation assets; need for better numbers and data (participation, business metrics, etc.); asset mapping; pilot programs; marketing assets (VOREC itself is a marketing piece); designating OR as a key economic component in Comprehensive Economic Development Strategy (CEDS); Act 250 regulation of trails; outdoor ethic; outdoor career pathways; landowner liability statutes and landowner pamphlet.

FPR will continue revisions toward republishing the landowner guide. Also will consider legislation to close the “loophole” that does not afford protections to municipalities similar to those afforded private landowners.

Drew suggested and offered to lead a sub-committee working group on data needs. Will host meeting in Waitsfield on 10/26.

Governor Scott joined our discussion for the last 45 minutes, giving his support and encouraging our continued work for economic development in Vermont communities, and taking a few questions.

Becca Washburn lead a discussion of the VCGP Selection review committee.

### **Public Comment**

No public comment, no public in attendance.

### **New Business**

No new business.

### **Adjourned at 4:30pm.**

NOTE: A subset of remaining VOREC members then joined some of Governor Scott’s cabinet for the Governor’s announcement of the launch of the VOREC Community Grant Program.



## VOREC Meeting Agenda: November 30, 2018

### **Advance Packet:**

- October Meeting Minutes
- Northern Forest Regional Symposium Notes
- VOREC Community Grant Program Materials
- VOREC Action Plan

### **Meeting Begins 9:00 am**

**Location:** Annex, Montpelier VT 190 Junction Rd, Berlin, VT 05602

### **Steering Committee Meeting**

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

Review and Approve Minutes from October Meeting

### **9:10-9:30 am: Updates**

- Chair Update
- Member Updates
- VOBA Update

### **9:30- 10:00 am: Take-Aways from Northern Forest Symposium (Hal)**

### **10-10:45 am: VOREC Action Plan: What's Next for 2019?**

Data Workgroup Update: Drew Simmons

TPL GIS Analysis Proposal: Becca Washburn

VOREC communications plan: Jessica Savage

- Mailing List
- In Person Meeting (Gathering)
- Steering Committee meetings
- Website navigability
- FB/social media presence
- Recommendations announced
- Press Release
- Communications work group

### **10:45-11:15 am: VOREC Community Grant Program Process (Becca)**

Review Ranking Process and Timeline

### **11:15-11:30 am: Discuss Topics for Next Meeting's Agenda**

**11:30-11:40 (or longer if time needed): Public Comment**

**11:40 am-noon: New Business**

**Noon: ADJOURN**

**Next Meeting Date: January 4, 2019**