

VOREC Steering Committee Meeting Agenda

Friday, February 9, 10:00 a.m. – 3:00 p.m.

In Person

Killington Welcome Center (2319 US-4, Killington, VT 05751)

Teams meeting

[Join through Teams app](#)

Join by phone: +1 802-828-7667; Conference ID: 284 080 567#

This meeting will be primarily in-person with the option to join virtually during the Business Meeting only.

Objectives

- Spend time together!
- Share and discuss updates on Vermont’s outdoor recreation economy.
- Learn about work in progress in the Town of Killington to boost the Town’s outdoor recreation economy including what’s been accomplished with VOREC grant funding.
- Brainstorm what it will look like for the VOREC program to activate the Move Forward Together Vermont Outdoor Recreation Vision and Priorities.

Agenda

Time	Topic	Lead
10:00 a.m.	Welcome and Introductions <ul style="list-style-type: none">• Coffee and snacks will be provided	Jackie Dagger, VOREC Program Manager
10:05 a.m.	Business meeting <ul style="list-style-type: none">• Program Manager updates• Sector updates<ul style="list-style-type: none">○ FPR (Becca Washburn)○ ACCD (Heather Pelham)○ VTGC (Abby Long)○ VOBA (Kelly Ault)• Public comment• Other business• Adjourn	Becca Washburn, Chair Jackie
11:00 a.m.	Town of Killington: VOREC Grant & Outdoor Recreation Economy Update <ul style="list-style-type: none">• Presentation• Community Tour• Lunch will be provided by Killington	Michael Ramsey, Killington Town Manager Lisa Davis-Lewis, Killington Director of Planning Emily Hudson, Killington Recreation Director

Time	Topic	Lead
1:00 p.m.	Move Forward Together Vermont <ul style="list-style-type: none"> • Update on process and upcoming outreach • Brainstorm activity: What does it look like for VOREC to activate the Move Forward Together Vermont Vision and Priorities using our collective impact model? In what ways does the program need to evolve? 	Jackie
3:00 p.m.	Adjourn meeting	

Questions for VOREC funded communities

- What has worked well and/or what hasn't worked well for you in the delivery of the VOREC Community Grant Program?
- How have the financial expectations laid out in your grant agreement met up with the reality of completing the work? What challenges have you faced?
- What have been the benefits of strengthening the outdoor recreation assets in your community with VOREC Community Grant dollars? Have you observed increased participation / use? Higher sales for local businesses? Etc.
- What, if any, challenges are you facing with overuse? How are you planning for those challenges?
- What priorities do you have that are not currently met by the VOREC grant program?
- Have you been faced with any permitting, regulatory or opposition in implementing your VOREC funded project?

February VOREC Steering Committee Meeting Brainstorm Activity Summary

4/5/2024

OVERVIEW

At the end of this year (2024) Move Forward Together Vermont will release the vision and priorities for outdoor recreation in Vermont for the next five years. VOREC, as the state body established to convene outdoor recreation stakeholders around a collective focus, has an important role to play in activating outdoor recreation partners to make progress on this vision and set of priorities.

The VOREC program and steering committee members have the opportunity right now to be proactive in preparing to take on this role by identifying and working on places where VOREC needs to professionalize as a program and by defining strategies VOREC can use to convene and support a network of partners to make progress on Vermont's outdoor recreation vision and priorities.

During the VOREC Steering Committee meeting on February 9, 2024 in Killington, VT, Steering Committee members were asked "What does it look like for VOREC to activate the Move Forward Together Vermont Vision and Priorities using our collective impact model? In what ways does the program need to evolve?" The discussion notes below outline the ideas that were generated.

DISCUSSION NOTES

Program Structure / Purpose / Needs

- VOREC as a program has value outside the Community Grants Program.
 - It's a convening body.
 - It's an avenue for attracting new outdoor businesses to Vermont.
 - It's a vehicle for working with Vermont's Regional Planning Commissions (RPCs) to provide regional support for outdoor recreation and economic development planning.
 - It's a vehicle for connecting public, private and agency partners to the Governor and the Legislature.
 - It's a clearing house for information about funding resources.
- The program needs a clear purpose statement and measurable objectives.
 - VOREC has value in providing communities and partners with tools for developing outdoor recreation economy – need to identify what goes into the toolbox.
 - Part of purpose is to make sure people understand what outdoor recreation economy is and its benefits for Vermont.
 - VOREC has value as an educational body and assembly point for data studies – source of information for organizations working in Vermont's outdoor recreation economy.
- Explore the formation of "meta committees" to convene stakeholders in different areas of interest.
- Consider a stipend and mileage reimbursement for Steering Committee members to better engage voices on the Steering Committee who aren't able to volunteer their time.

- (Note from 10.13.23 meeting) Assess and restructure the VOREC program pillars to separate “actions” from “ways of doing all work.” For example, equity is something that should be a throughline throughout the pillars and not segmented into one pillar. The same goes for sustainability.

Strategies to coordinate the network

- Develop a framework for regular, predictable communication from the VOREC program and Steering Committee members
 - What information would be useful for the VOREC Program to share with network partners? What role would steering committee members have in ensuring predictable communication?
 - What groups should VOREC and Steering Committee members be reporting out to on a regular basis?
 - What form would regular communication take - Should VOREC support a custom publication that is released on a regular basis like a podcast or magazine?
- Develop an inventory of outdoor recreation partners, their expertise, and capacity – this should be a visual representation of how Vermont’s outdoor recreation economy works
- Complete an Outdoor Recreation Economic Impact Study on a regular basis to visualize what the outdoor recreation economy looks like in Vermont and to provide data and information to outdoor recreation partners and communities.
 - Ask communities what data they need – start with VOREC Community Grant Recipients
- Develop succinct talking points about outdoor recreation economy and how it works in Vermont.
 - Include talking points about each of VOREC’s core pillars

VOREC Steering Committee Meeting Agenda

Friday, April 12, 10 a.m. – 12 p.m.

Teams meeting

[Join through Teams app](#)

Join by phone: +1 802-828-7667; Conference ID: 281 925 723#

Objectives

- Share and discuss updates on Vermont’s outdoor recreation economy.
- Understand process to date with the Move Forward Together Vermont and major milestones / accomplishments.
- Discuss and add to takeaways from the February meeting brainstorm about VOREC’s role in activating the Move Forward Together Vermont Vision and Priorities.

Agenda

Time	Topic	Lead
10:00 a.m.	Welcome and introductions	Jackie Dagger, Program Manager
10:10 a.m.	Business meeting <ul style="list-style-type: none">• Approve meeting minutes• Program Manager Updates• Sector updates<ul style="list-style-type: none">○ FPR (Becca Washburn)○ ACCD (Heather Pelham)○ VTGC (Abby Long)○ VOBA (Kelly Ault)	Becca Washburn, Chair Jackie
11:00am	Move Forward Together Vermont Update <ul style="list-style-type: none">• Accomplishments• Vision & Priorities Summit Preparation	Jackie Claire Polfus, FPR Recreation Programs Manager
11:15am	February Meeting Follow-up <ul style="list-style-type: none">• Review brainstorm activity outcomes• Discuss takeaways	Jackie ALL
11:50 a.m.	Public comment	ALL
11:55 a.m.	Other business	ALL
12:00 p.m.	Adjourn	ALL

April VOREC Steering Committee Meeting Brainstorm Activity Summary

5/20/2024

OVERVIEW

At the end of this year (2024) Move Forward Together Vermont will release the vision and priorities for outdoor recreation in Vermont for the next five years. VOREC, as the state body established to convene outdoor recreation stakeholders around a collective focus, has an important role to play in activating outdoor recreation partners to make progress on this vision and set of priorities.

The VOREC program and steering committee members have the opportunity right now to be proactive in preparing to take on this role by identifying and working on places where VOREC needs to professionalize as a program and by defining strategies VOREC can use to convene and support a network of partners to make progress on Vermont's outdoor recreation vision and priorities.

During the VOREC Steering Committee meeting on February 9, 2024 in Killington, VT, Steering Committee members were asked "What does it look like for VOREC to activate the Move Forward Together Vermont Vision and Priorities using our collective impact model? In what ways does the program need to evolve?" The discussion notes from that conversation were presented to the Steering Committee and further discussed at the VOREC Steering Committee meeting on April 12, 2024.

The notes below outline the ideas that were generated.

Program Structure / Purpose / Needs

- VOREC as a program has value outside the Community Grants Program.
 - It's a convening body.
 - It's an avenue for attracting new outdoor businesses to Vermont.
 - It's a vehicle for working with Vermont's Regional Planning Commissions (RPCs) to provide regional support for outdoor recreation and economic development planning.
 - It's a vehicle for connecting public, private and agency partners to the Governor and the Legislature.
 - It's a clearing house for information about funding resources.
 - It can lift up small inspirational stories in addition to holding the larger picture perspective.
- The program needs a clear purpose statement and measurable objectives.
 - VOREC has value in providing communities and partners with tools for developing outdoor recreation economy – need to identify what goes into the toolbox.
 - Part of purpose is to make sure people understand what outdoor recreation economy is and its benefits for Vermont.

- VOREC has value as an educational body and assembly point for data studies – source of information for organizations working in Vermont’s outdoor recreation economy.
- The program needs to update governance with a more thoughtful and deliberate plan for the transition of VOREC Steering Committee members.
 - Want to keep some institutional knowledge but seed new energy and ideas.
 - Utilize the notion of “discovery” that outdoor industry uses when bringing in new people. It’s less about maintaining the silos that the Executive Order has established and more the energy and enthusiasm that new people can bring to the steering committee.
 - Consider more formal term limits instead of a two year term that can be renewed.
- Think about changes to the structure of Steering Committee meetings.
 - Look for opportunities to invite partners in and hear from them about how we’re representing them.
 - Select particular topics and invite partners to join those meetings for more targeted conversations.
 - Consider lifting up specific sectors in business meeting – have one Steering Committee member report out on the hot topics happening in their area of the sector.
- Explore the formation of “meta committees” to convene stakeholders in different areas of interest.
- Consider a stipend and mileage reimbursement for Steering Committee members to better engage voices on the Steering Committee who aren’t able to volunteer their time.
- (Note from 10.13.23 meeting) Assess and restructure the VOREC program pillars to separate “actions” from “ways of doing all work.” For example, equity is something that should be a throughline throughout the pillars and not segmented into one pillar. The same goes for sustainability.

Strategies to coordinate the network

- Develop a framework for regular, predictable communication from the VOREC program and Steering Committee members
 - What information would be useful for the VOREC Program to share with network partners? What role would steering committee members have in ensuring predictable communication?
 - What groups should VOREC and Steering Committee members be reporting out to on a regular basis?
 - What form would regular communication take - Should VOREC support a custom publication that is released on a regular basis like a podcast or magazine?
- Develop an inventory of outdoor recreation partners, their expertise, and capacity – this should be a visual representation of how Vermont’s outdoor recreation economy works

- Listen to partners -
- Complete an Outdoor Recreation Economic Impact Study on a regular basis to visualize what the outdoor recreation economy looks like in Vermont and to provide data and information to outdoor recreation partners and communities.
 - Ask communities what data they need – start with VOREC Community Grant Recipients
- Develop succinct talking points about outdoor recreation economy and how it works in Vermont.
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VOREC Steering Committee

Action Planning

June 14, 2024

10:00 a.m. – 3:00 p.m. ET

Location: Dewey Building Conference Room 206 at National Life (1 National Life Dr. Montpelier, VT 05602)

Meeting Purpose:

Working session to review VOREC's current efforts, structure, and identified gaps and resource needs to deliver on Vision/Priorities of MFTV. Look at / work with existing statewide models from within Vermont and nationally with structural components that might work for VOREC.

Objectives:

- Confirm Draft Vision and Priorities (following the May Summit)
- Develop shared understanding of how example statewide networks work / share information.
- Develop a shared understanding of VOREC's existing / desired resources and tools that can be used to activate the forthcoming MFTV vision and priorities.
- Explore options for VOREC's structure to activate the MFTV vision and priorities.

Time (ET)	Agenda Item	Description	Leads
10:00 am – 10:10 am	Welcome and Agenda Review	Icebreaker and introductions	<ul style="list-style-type: none">● Jackie Dagger, VOREC● Miquela Craytor, Kearns & West
10:10 am – 10:55 am	Review Draft Vision/Priorities	Did we capture ideas from the summit? Does it reflect your community's needs?	<ul style="list-style-type: none">● Jackie Dagger, VOREC
10:55 am – 11:05 am	Introduction of VOREC Action Plan	Review Goals and ultimate outcome: Action plan document for VOREC	<ul style="list-style-type: none">● Jackie Dagger, VOREC
11:05 am – 11:20 am	VOREC's Purpose and Charter (Exec. Order 11-17)	Review Visual showing interaction between the Steering Committee,	<ul style="list-style-type: none">● Miquela Craytor, Kearns & West

		Network and VOREC as a program	
11:20 am – 11:25am	Break		
11:25 am – 11:50 am	Review example org structures	Identify pros & cons to those models for VOREC	<ul style="list-style-type: none"> ● Miquela Craytor, Kearns & West
11:50 am – 12:00 pm	VOREC Today vs. Tomorrow	What needs to be done to evolve the current model?	<ul style="list-style-type: none"> ● Miquela Craytor, Kearns & West
12:00 pm – 1:00 pm	Lunch		
1:00 pm – 2:00 pm	Draft ideal VOREC Structure	What are the major functions?	<ul style="list-style-type: none"> ● Miquela Craytor, Kearns & West
2:00 pm – 2:30 pm	I.D. assets and tools	Asset and Needs Mapping Exercise	<ul style="list-style-type: none"> ● Miquela Craytor, Kearns & West
2:30 pm – 3:00 pm	What do the behaviors of a Collaborative VOREC model look like in the future	Discuss the behaviors of a collaborative VOREC model that would be successful to deliver (1) program & network, and offer (2) community benefits	<ul style="list-style-type: none"> ● Miquela Craytor, Kearns & West
	Adjourn		

VOREC Steering Committee
Action Planning Meeting Summary
June 14, 2024
In person conversation

Meeting Purpose:

Working session to review VOREC's current efforts, structure, and identified gaps and resource needs to deliver on Vision/Priorities of MFTV. Look at / work with existing statewide models from within Vermont and nationally with structural components that might work for VOREC.

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- Confirm Draft Vision and Priorities (following the May Summit)
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Meeting summary

Agenda Item/ Meeting Feedback

1. Opening Reflections

The attendees shared what excites them most about the direction of Outdoor Recreation. High level themes:

- Outdoor Rec offers:
 - Mental Health and Nature
 - Broader interest to connect everyone outside
 - Build long term community through experience with nature and natural resources assets
- Trends/Opportunities in the space include:
 - Recognized as part of the institutions for community
 - Another option for Community Economic development tools
 - Opportunity to leverage gateway communities
 - More people getting into space
- Reputationally, there is a need address the perceptions:
 - Marketing
 - Destination market
 - Driver of balance

2. Review Draft Vision/Priorities

The attendees provided feedback on the draft MFTV Vision/Priorities. The key themes included:

- Areas to clarify
 - What or will there be specifics?
 - Is there going to be how?
 - Is the frame built from feedback?
 - There will be a tie back to previous
- Feedback on the Overall Goals
 - Consider treating it as a vision not a goal. As Goals are time bound
 - Many groups doing similar across the state, so it's a shared vision
 - Reframe the angle to how outdoor rec. can fulfill this vision
 - It is aspirational.
 - Refine around edges to tie & elevate
 - Being action oriented is who the outdoor community is
- Feedback on Guiding principles
 - Reads well
 - Not all groups agree on the definition of outdoor rec. Might need to clarify.
 - Consider a definition section for outdoor rec. economy
- Community
 - First sentence captures well
- Priorities
 - Consider doing only three:
 - Stewardship, Wellness, Econ. Dev.
- Discussion on moving climate/equity as through lines:
 - Consider risks with list
 - Increases the emphasizes and their importance
 - Need to align with state partners
 - Repeated word invest but if more than \$ (people, etc.)
 - Opportunity word choice pros/cons
 - Equity is stronger word choice

3. VOREC's Purpose and Charter (Exec. Order 11-17)

The attendees shared feedback on the conceptual drawing on what VOREC's current ways of interacting with Steering Committee members, staff and state agencies and other key stakeholders:

- Reflection on what is missing, that there isn't feedback (No arrow) from governor's office back to VOREC
- Reflection on what is the state of importance of the group to the Governor's office

- Exec. Order Tension on the broadness of VOREC’s purpose
 - While useful, the flash with gov. leadership interest can also have other impacts
 - Many groups/ individuals are interested in joining
-

4. Review example organization structures

The group provided reflections on the Example Organizations that were provided to the SC members in advance of the meeting:

- Pros
 - These groups appear to institutionalize the work
 - Appear to have greater clarity on roles & voices as shown in table
 - They appear to have baseline funding
 - Cons
 - Complexity
-

5. VOREC Today vs. Tomorrow

Attendees reflected on some of the key qualities of what VOREC could be positioned to offer based on what feedback and needs of the overall community:

- **Storytelling**
 - **Policy (Source of information, eventually with potential to have its own policy positions)**
 - **Data (accomplishments by grantees/ others)**
 - **Technical assistance**
 - **Funding/ Grants**
-

6. Draft ideal VOREC Structure

The group discussed what VOREC should do as it evolves its work in the future:

- Recommendations to drive work
 - Elevate VOREC by demonstration and talking more
 - Do more on original work: Data and Policy Help
 - Data Driven
 - Increase visibility to highlight successes of groups
 - Create systems to connect groups to Core Products
 - Data collection from both grant recipients and others
 - Create ways to serve as a repository of ideas (create formatted template)
 - Network building and convening diverse groups
 - Refine and build out the “core products” (Took Kit, Case studies, a collection point)
 - Steering Committee Support to access:
 - Staff needs
-

- Private Sector Committee composition
 - Clear expectations of members
 - Need clarity and clarity on role: validation and influence
- Sustaining future (what is needed to “maintain VOREC”)
- Communications
 - Feedback loop between grant report, VOREC staff, steering committee, core product refinement

7. I.D. assets and tools

The attendees were given worksheets to review what their ideas on the tools and the needs of VOREC depending on one’s role (SC member, Staff, Agency member). The emerging suggestions include (personal worksheets have more detail):

- To engage private sector SC members:
 - Generate program progress updates (consider format that is used for private sector businesses)
 - increase info on why VOREC?
 - Clarity on how to be most valuable as a SC member
 - Increase info on R&R
 - Highlight that they have a seat at the table
- Structure and Position of the SC
 - Value to stating outside of gov’t agency (more autonomy)
 - Relationships with gov’t
 - Increase/network to Municipality voices
 - Proximity to state
- Communication & feedback
 - Resource side to the business

8. What does success look like in the future

To support VOREC in its future, the group discussed the behaviors of the organization that would be necessary to become successful.

- VOREC Infrastructure is set with clarity, consistency and capacity
 - Clarify lanes, and braiding roles across lanes
 - Predictable calendar
 - Predictability and progress
 - Core/ centering to align expertise
 - Calibrate staff time to reality of capacity & priorities
 - Talking points re resource & what it would provide

- Data is clear, accessible to all audiences
 - Transparency of data, stories
 - Simple and understandable structure
 - Demo the value
 - Fact driven on industry
- Community Building to engage more groups through dynamic tactics
 - Key partner dates/ events
 - Ways to activate presence at events
 - Meet partners & network where they are
 - Leverage workshop opportunities for outreach
 - Increase co-learning by grantees
 - Tension of VOBA & Trails
- Key roles defined:
 - VOREC Program responsibilities
 - Annual report / information drop
 - Presence at partner and community events
 - Program Manager responsibilities
 - Develop an annual workplan based on SC input
 - Maintain /communicate mission of the program
 - Build partnerships and strengthen network
 - Engage SC in VOREC's role to advance vision and priorities
 - Organize annual event(s)?
 - Steering Committee responsibilities
 - Advisory to Program Manager (who acts like an ED)
 - Make up should be strategic to ensure can make progress on program goals
 - Support annual goals of program (annual report / info drop, annual events (like grant program, outdoor rec. day, if we host an annual event(s), etc.)

VOREC Steering Committee Meeting Agenda

Friday, August 23, 10 a.m. – 12:30 p.m.

Teams meeting

[Join through Teams app](#)

Join by phone: +1 802-828-7667; Conference ID: 826 037 656#

Objectives

- Share and discuss updates on Vermont’s outdoor recreation economy.
- Review process to develop a VOREC Foundation Document and identified content.
- Collect final input from Steering Committee members on the Move Forward Together Vermont Vision and Priority Actions.

Agenda

Time	Topic	Lead
10:00 a.m.	Welcome and introductions	Jackie Dagger, Program Manager
10:10 a.m.	Business meeting <ul style="list-style-type: none">• Round robin updates<ul style="list-style-type: none">○ Flood response & recovery○ New projects• Update on recruitment for open positions• Nomination discussion for open position for Outdoor Recreation Non-profits	Becca Washburn, Chair Jackie
11:00am	VOREC Program Update <ul style="list-style-type: none">• Discuss Foundation Document and development process• Refine desired annual program activities	Jackie Andrew Petit de Mange, Rivers Trails and Conservation Assistance Program
12:00pm	Move Forward Together Vermont Update <ul style="list-style-type: none">• Review updates to Vision and Priority Actions based on public input• Capture final feedback	Jackie Claire Polfus, Recreation Program Manager
12:20 p.m.	Public comment	ALL
12:25 p.m.	Other business	ALL
12:30 p.m.	Adjourn	ALL

VOREC Steering Committee Meeting Notes

Friday, August 23, 2024, Virtual

In attendance

Steering committee:

- Frazier Blair: Orvis
- Abby Long: Kingdom Trails
- Tommy O'Connor: VASA
- Commissioner Heather Pelham: Vermont Department of Tourism and Marketing, Steering Committee Vice Chair
- Josh Ryan: Timber and Stone, LLC
- Shelby Semmes: Trust for Public Land (TPL)
- Frank Stanley: VT Traditions Coalition
- Karrie Thomas: Northern Forest Canoe Trail
- Becca Washburn: VT Department of Forests, Parks and Recreation, Steering Committee Chair

Department of Forests, Parks and Recreation (FPR) / Agency of Commerce and Community Development (ACCD) staff:

- Jackie Dagger: Vermont Outdoor Recreation Economic Collaborative (VOREC), Program Manager
- Claire Polfus: Vermont Department of Forests, Parks and Recreation

Members of the public:

- Kelly Ault: Vermont Outdoor Business Alliance (VOBA)
- Andrew Petit de Mange: National Park Service (NPS) Rivers, Trails and Conservation Assistance Program (RTCA)

Jackie started the meeting at 10:03 a.m. and reviewed the agenda.

The steering committee introduced themselves.

Business Meeting

Jackie opened the floor acknowledging the floods that have impacted the outdoor recreation economy and that there are many projects ongoing. She invited steering committee members to share updates with the group.

Karrie – Work is going well to start assessments of the accessibility of waterways as part of the VOREC Community Grants Program (VCGP) Trail Accessibility Hub grant. She also noted that they have been doing a survey of people with disabilities which shows the importance of the work to people who don't currently have access.

Tommy – ATV clubs have been helping with mucking out homes as well as search and rescue in the North East Kingdom (NEK). Hearing about VCGP grants on a lot of angles, will be volunteering with Stowe Adaptive to help test the TetraSki.

Shelby – Thanked Abby for putting a call out for volunteer help in the NEK. A lot of organic networks have been doing amazing work on recovery and speaks to the value of convening people. A story ran in

the local paper in the Mad River Valley about damage to snowmobile trail network that's looking at \$400K in trail damages. Wolcott Community Forest next to the local elementary school is poised to close next month, but trail construction is ongoing. There are opportunities for growth in Wolcott related to the project and TPL has been engaged in work to look at opportunities for affordable housing, brownfields, and the sighting of a recreational hut.

Abby – Kingdom Trails (KT) was devastated by the two NEK flooding events, plus hurricane Debbie that came at the end of the month. They experienced \$300K in damages (and this does not include membership revenue losses. This is only physical damage of bridges, culverts, material, and labor). Many of the trails and bridges impacted are shared with the Vermont Association of Snow Travelers (VAST). There is risk that some trails will never be re-opened as bridges lost will be an incredible cost/engineering feat. KT, just this week, was finally able to open majority of trails. They have made band-aid fixes for now, just to get them open, but this is not a forever fix. There's a need for funds that can help consistently maintain trails!! KT is one of the economic drivers in in the NEK and when KT is impacted, EVERYONE is impacted. KT is very fortunate to have a paid trail crew they can immediately deploy – but others don't.

Capital for the Day is headed to KT this Tuesday and there will be an opportunity to share with the administration, alongside others from the NEK, what the needs are - consistent/dedicated state funding for trail stewardship and resiliency.

Josh – Timber & Stone, LLC is in it's 21st season of trailwork. Celebrating with the largest and most talented crew they have ever had and the largest season. Checked on the trails that they have built and 90% were still there and functional. Despite that, they are adjusting trail construction methods, particularly in areas where water is moving fast through the woods. Need to think on larger scales when thinking about trail design. Some of these events are changing the topography through mud slides and landslides.

Kelly – VOBA is working with businesses to think about and build climate resilience. Convened two focus groups for Move Forward Together Vermont (MFTV). Looking to leverage research to inform how businesses can adapt to climate change. Appreciated participating in Capital for a Day in Waterbury in early August. Flooding closed Village Sports in downtown Lyndonville because entire rental fleet was damaged. Excited that advocacy in the last legislative session has led to \$5M towards another round of the Business Emergency Gap Assistance Program (BEGAP) and another \$7M has been authorized. Important for filling the revenue gap along with the Small Business Association (SBA) loans following the acceptance of the disaster declaration.

Karrie – Asked about how tourism is understanding the flooding.

Heather – Acknowledged that there is an impact to tourism, especially with news stories of devastation. It is helpful to remember that we are not alone and many of the visitors coming to Vermont are experiencing major climate events where they live as well. We can learn from resilience of communities across the country. Feeling optimistic about messaging about our resilience in order to protect the Vermont brand and visitorship.

Karrie – Responded that this also shows how the state is interconnected and how important it is to work together.

Frazier – There are some difficulties in the outdoor business sector. There aren't a lot of brands hitting their sales plans, including Orvis. There are also looming supply chain issues. These supply chain issues are being caused by a pending contract expiration which requires re-negotiation along the whole east coast. The contract is set to expire at the end of September and renew on October 1. If the negotiations don't go well, it could cause a port shut-down. A port-shut down is unlikely to go very far since it is an election year. Shut-downs slow delivery of goods and creates congestion in other ports. There's some railway stuff going on in Canada which slows things down, and freight can be re-routed to the west coast if east coast ports are closed causing additional congestion. Slow downs impact anyone shipping to or from the United States.

Frank – Flooding has impacted fishing and the guiding industry. Access in some areas was damaged, but work is being done to repair for fall and winter.

Jackie – VOREC can sponsor one registration for the Vermont Recreation and Parks Association (VRPA) Vermont Conference on Recreation. She polled the group on interest.

Becca noted that we can open the registration spot to staff from Steering Committee member organizations who may be interested.

Becca – Gave any update on recruitment for the steering committee. Asked for suggestions for the non-profit seat that opened when Jeanne Gervais stepped down.

Former suggestions – VT Adaptive, Unlikely Riders, Come Alive Outside

New suggestions – Local Motion, VYCC (Leah Mital), Craftsbury, NFC, Onion River Outdoors

Frazier suggested that more of a matrix of needs would be helpful. Also desire to engage and dig in is paramount to the needs of the committee.

Shelby suggested an addition to the process that would include existing committee members engaging with the potential new committee members.

VOREC Program Update

Jackie shared that the conversation this afternoon about the VOREC Program is an extension of the work the Steering Committee has been doing all year.

She continued that the goal throughout this year has been to establish a vision and set of priority actions for outdoor recreation in Vermont through MFTV. Following the end of the year, VOREC will be responsible for engaging a network of outdoor recreation partners and working together more actively on progress towards the MFTV Vision and Priority Actions. This will include working on the nuts and bolts of a workplan that will better define the who, what, and when of each of the priority actions.

To pull together the network and work on the next phase, VOREC needs to evolve. She provided a reminder that the Steering Committee has been working on evolving by clarifying and putting additional structure around the governance, operations and services of the VOREC program. Brainstorming conversations since early this year have highlighted ideas about VOREC's operational needs and critical services that can be provided to outdoor recreation partners. During the meeting in June the Steering Committee also identified five core areas for VOREC to work in: Storytelling, Policy, Data, Technical Assistance, Funding/Grants).

Jackie shared that now, the Steering Committee is taking the outcomes of those conversations and creating a document that codifies expectations for the program, and the working title for that document is the “Foundation Plan.”

Jackie reviewed the proposed Table of Contents for the Foundation Plan and then asked for input from the steering committee on anything that was missing.

Shelby asked how much discussion VOREC has had with Farm to Plate since they support a robust network, although it may be a more formalized network.

Jackie responded that the group agreed in June that the Farm to Plate network was more structured than the VOREC program currently has capacity and interest in, but that it would be good to reach out to discuss the early stages of their network creation.

Jackie passed facilitation on to Andrew to lead the next discussion to further refine activities that VOREC should adopt into their annual operations and services to the network. Due to time limitations, the Steering Committee was unable to complete the exercise and Jackie and Andrew took an action item to further consider how best to follow-up.

Move Forward Together Vermont Update

Jackie provided overview of public engagement activities soliciting feedback on the draft vision and priorities. She shared that Staff reviewed public comments and assessed for themes. Public comments did not suggest drastic changes and in fact reinforced the accuracy of the outcomes.

Jackie shared that it was interesting to see that some comments suggested that the report should do more to highlight listening to specific groups while others suggested de-emphasizing the focus on specific groups.

One adjustment being proposed based on public comment is adding another section to the report that identifies next steps regarding who will be involved in implementing the vision and priority actions, where funding will come from, and how progress will be assessed.

Jackie highlighted that comments about youth and schools suggested that these groups should be drawn out more clearly. She shared that in speaking with the Statewide Comprehensive Outdoor Recreation Plan (SCORP) Technical Advisory Committee earlier in the week they didn’t feel it was necessary to add youth and schools specifically to the priorities and that they are incorporated by virtue of the way the existing priorities are articulated.

VOREC Steering Committee members agreed that drawing out youth and schools in a new priority wasn’t necessary, however, they expressed it will be important to highlight youth in particular because of how critical this group is in advancing the priorities.

Jackie adjourned the meeting at 12:32p.m.

VOREC Steering Committee Meeting Agenda

Thursday, October 24, 10 a.m. – 3:00 p.m.

National Life, Dean C. Davis Building, Calvin Coolidge Meeting Room
(1 National Life Dr., Montpelier, VT)

Objectives

- Shape the Impact Areas and Delivery Methods
- Come to agreement on the Purpose, Mission, and Goals of the VOREC Program
- Come to agreement on a visualization of the VOREC Network and the partners the Program will Serve

Logistics

- Visitor badge – Arrive by 9:45a.m. to allow yourself enough time to get a visitor badge. We'll meet you at the front desk to badge you into the building and get you to the sixth floor.
- Lunch – There is a cafeteria onsite for lunch, but please feel free to bring your own!
- Parking – There is plenty of parking onsite, including visitor parking right in front of the building. See map included below for more details.

Agenda

Time	Topic	Lead
10:00 a.m.	Welcome and introductions <ul style="list-style-type: none">• Context setting for the day• Agreements	Jackie Dagger, Program Manager Andrew Petit de Mange, Rivers, Trails and Conservation Assistance Program
10:15 a.m.	Impact Area Development <ul style="list-style-type: none">• Data• Policy• Funding• Technical Assistance• Storytelling	Andrew Petit de Mange Jackie Dias, Rivers, Trails and Conservation Assistance Program
11:00 a.m.	Break	
11:05 a.m.	Purpose, Mission, and Goals <ul style="list-style-type: none">• Review draft statements• Discussion	Andrew Jackie Dias
12:00 p.m.	Lunch	

Time	Topic	Lead
1:00 p.m.	Visualizing the VOREC Network <ul style="list-style-type: none"> Elevator pitch – look at sketches clustered into groups, develop justifications, pitch to group Vote on visual representation that best describes the VOREC Network 	Andrew Jackie Dias
1:55 p.m.	Break	
2:00 p.m.	Describing the VOREC Network <ul style="list-style-type: none"> Discuss categories of groups served by the VOREC program Discuss how VOREC interacts with categories of groups 	Andrew Jackie Dias
2:45 p.m.	Next Steps	
3:00 p.m.	Adjourn	

Map

