

# MN Outdoor Recreation Task Force October Meeting Notes

Date: 11/13/2020

Location: Webex

## Attendance

### Task Force Members:

Lynnea Atlas-Ingebretson, Mary Bauer, JR Burke, Elliot Christensen, Megan Christianson, Matt Gruhn, Aaron Hautala, Joe Henry, Hansi Johnson, Greg Lais, Mark Norquist, Perry May, Sarah Milligan-Toffler, Asha Shoffner, Steve Voltz

### Agency Staff:

Randolph Briley (DNR), John Edman (Explore Minnesota), Gratia Joice (DNR), Leann Kispert (Explore Minnesota), Andrew Korsberg (DNR), Madison McGovern (CCMI/DNR), Laura Preus (DNR), Erika Rivers (DNR)

## Meeting Notes

Objectives for this meeting were to:

- Agree on shared vision
- Discuss and refine draft recommendations in small groups
- Discuss next steps

### Grand Vision for Minnesota

The grand vision is intended to provide an answer for what the task force is working toward and where they hope to end up.

“Guide all of Minnesota residents how and why to access Minnesota’s outdoors within our newfound culture of outdoors. Create Minnesota’s obstacle-free pathway to mentally and physically benefit from the Minnesota outdoor experience. Through collaboration between residents, users, businesses, visitors, and State, make boldly known our “Only in Minnesota” difference fueling increased lifestyle opportunity for all residents, economic development for business, and stewardship for the outdoor resources.”

- Task force members suggested changing “newfound culture” to reimagined or inclusive culture and focus on all who use Minnesota’s resources rather than residents only.
- Suggestion to open with the third sentence beginning, “Through collaboration...”

## **Breakout Sessions**

Task force members were assigned to breakout groups based on the overarching themes of recommendations presented at the October meeting in order to synthesize redundancies into more robust recommendations.

At the end of the breakout sessions, group leads gave high-level overviews of completed work.

### *Deliver Equity, Diversity, and Inclusivity*

- Combined similar recommendations
- Titles of 5 recommendations
  - JEDI planning
  - Marketing
  - Improved access
  - Welcoming culture
  - Conservation
- Changed language of overarching recommendations theme to, “Creating a culturally relevant outdoor recreation and conservation community in Minnesota”

### *Unite Minnesota’s Outdoor Recreation Community*

- Categorized and created themes
- Identified visionary statements, goals, strategies, tactics, and objectives
- 4 goals
  - Communication, promotion, and coordination
  - Convening stakeholders, users, agencies, organizations, and companies
  - Public/private partnerships at all levels – including non-profits
  - Unite around stewardship and management

### *Unify Communication*

- Identified strategy of what the recommendations are trying to accomplish
  - Unify Minnesota’s outdoor rec communications, distinguish and hone a cohesive modern and widely heard voice, and identify new ways to promote a bigger outdoor experience
- Define and promote Minnesota's unique value proposition
- Promote and facilitate that culture of welcoming everyone outdoors
- New mediums should lead the way – mobile and app first strategies
- Strengthen stewardship messages
- Amplify partnerships
- Communicating the ROI metrics

## *Create and Fund an Office of Outdoor Recreation*

- 9 recommendations
  - Create a bipartisan independent representative and inclusive entity to facilitate collaboration and relationship building amongst Minnesota's people to advance outdoor recreation and equity in Minnesota.
  - Fund and staff appropriately
  - Understand economic development tools, training, and investments
  - Explore/define agency communications
  - Bring together all user groups, voices, and economic impacts to present one unified story to legislature
  - Continually seek public input
  - Create and maintain database of outdoor rec stakeholders
  - Review outdoor rec trends
  - Bring people together to advocate for addressing backlog of deferred recreational infrastructure needs
- Integrate and consolidate with other recommendations

## **Next Steps**

- Recommendation synthesis team will meet again to determine path forward with recommendations and finish work
- Task force members will fill out a Doodle Poll to determine date of final meeting
- Survey task force members on recommendation prioritization, office structure, etc.
- Public engagement (likely beginning mid-December)
- Finalize recommendations based on public input and write final report

## **Public Comments**

- Continue to consider other outdoor recreation providers (local, city, regional, federal agencies) and contact to Minnesota Parks and Recreation Association to extend reach for public engagement
- When and how will public engagement happen?
  - Exact timeline is to be determined, but likely will begin early to mid December. Alerts will be sent through GovDelivery to participate in virtual meetings and through surveys or message boards.
- Consider New Mexico's model with an equity fund to further equity, diversity, and inclusivity goals

## **Next Meeting**

The date for the next official task force meeting has not been set.