



Minnesota Outdoor Recreation Task Force August Meeting Day 1—August 26th, 2020

Welcome and hang tight! The meeting will begin soon.

If you would like to add live captioning to your screen, please visit:
<https://www.streamtext.net/player?event=DNR>

Offices of Outdoor Recreation

*Presented by Outdoor Recreation
Roundtable (ORR) and partners*



Agenda

- Outdoor Recreation Roundtable Presentation
 - Ashley Brinkman & Jill Sims (ORR)
- Office of Outdoor Recreation Director Panel
 - Brad Garmon, Michigan Outdoor Recreation Office
 - Cailin O'Brien-Feeney, Oregon Outdoor Recreation Office
 - Lindsey Davis, Utah Outdoor Recreation Advisory Committee
- Looking Ahead: ORR & National Governors Association (NGA)
 - Ashley Brinkman (ORR)
 - Bevin Buchheister (NGA)



Outdoor Recreation Roundtable

Presented by ORR State Co-Chairs

- Ashley Brinkman, RV Industry Association, abrinkman@rvia.org
- Jill Sims, National Marine Manufacturers Association, jsims@nmma.org

A person in a blue kayak is navigating through white water rapids on a river. The water is turbulent and white with foam. The surrounding area is lush with green trees and foliage. The text "THE PREMIER COALITION OF OUTDOOR RECREATION TRADE ASSOCIATIONS" is overlaid in large, bold, white capital letters.

**THE PREMIER COALITION OF
OUTDOOR RECREATION
TRADE ASSOCIATIONS**



What is an Office of Outdoor Recreation?

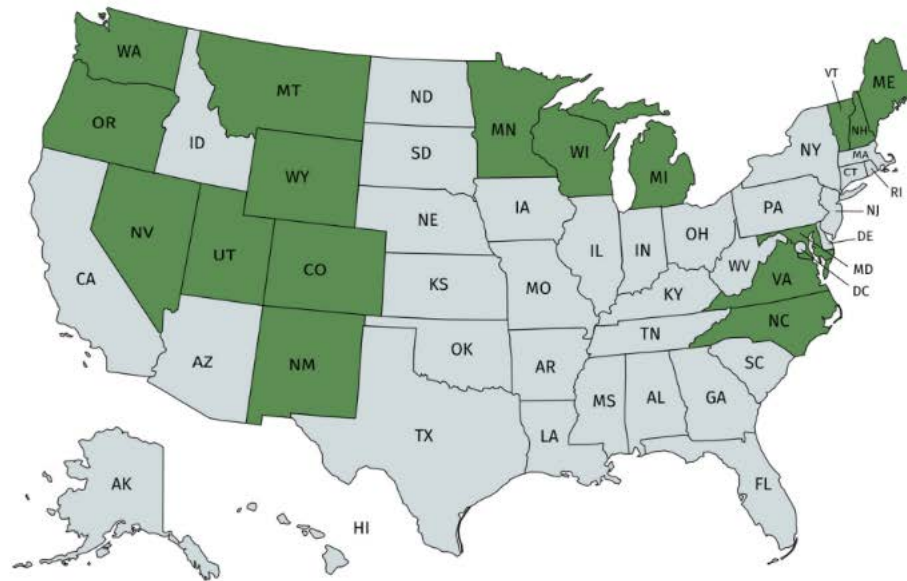
OREC Offices implement strategic plans to grow outdoor recreation through state policies, programs and initiatives

Offices of Outdoor Recreation (OREC)

2013: Utah Governor Gary Herbert formed the first state outdoor recreation office

17 states^{*} already have Offices of Outdoor Recreation

*MD & MN are Task Forces



CONFLUENCE OF STATES

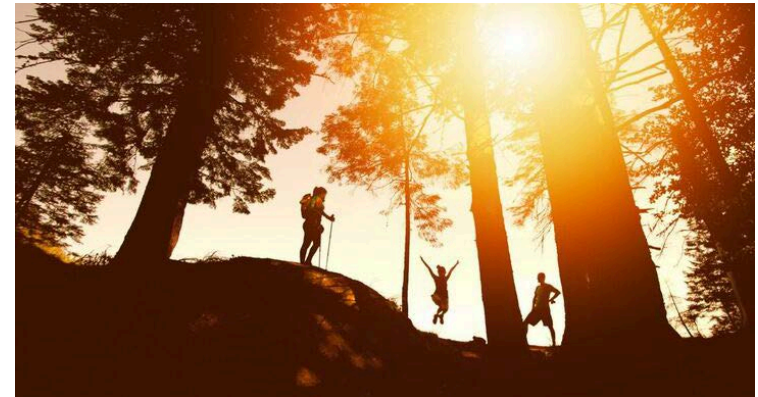


Why Focus On OREC?

Outdoor recreation helps:

- Diversify and grow state economies
- Increase rural prosperity
- Build healthy communities
- Promote environmental stewardship and responsible resource development

Benefits & Successes



Benefits of Having an OREC Office

1. Information Sharing, Collaboration, Facilitation, Relationship Building
 - Ex: Wisconsin - Stakeholder Input Survey
2. Actively Promoting Accessibility to the Outdoors
 - Ex: Colorado - Outdoor Recreation Grant Programs for Kids and Veterans
3. Drafting the State Comprehensive Outdoor Recreation Plan (SCORP)
 - Ex: Montana - Created by last SCORP, Recommended increased staff & funding by latest SCORP 2020-2024
4. Help in Times of Crises – COVID-19
 - Ex: North Carolina - OREC Office helped create “Supply Connector” website

Office of Outdoor Recreation Director Panel

Brad Garmon, Michigan Office of Outdoor Recreation Industry

Brad Garmon was named director of Michigan's Office of Outdoor Recreation Industry in September 2019. Though he grew up in the plains of western Kansas, Garmon has spent the last 18 years focused on improving Michigan public policy to better protect the Great Lakes and natural areas, while also forging stronger connections between resource conservation, job growth, talent attraction and economic development.

Garmon previously served as the interim CEO of the Michigan Environmental Council in Lansing. Prior to that, he was the council's director of Conservation and Emerging Issues. It was his leadership in this arena that led to an appointment to Michigan's State Parks and Outdoor Recreation Blue Ribbon Panel in 2011.

More recently, he has advised the DNR, the Office of the Great Lakes and the Michigan Economic Development Corporation on several different plans aimed at improving and supporting Michigan's natural and cultural resources. Garmon also is a member of the Michigan Heritage Leadership Council, was appointed to the state's Pigeon River Country Advisory Council in 2013, and previously served on the Michigan State Parks Advisory Council's Finance Subcommittee.

He holds undergraduate degrees in Geology/Earth Science and Geospatial Analysis and a master's degree in English.



Cailin O'Brien-Feeney, Oregon Office of Outdoor Recreation

Cailin O'Brien-Feeney is the first head of the Oregon Office of Outdoor Recreation, the purpose of which is to elevate outdoor recreation in every corner of the state. Cailin has worked in the recreation field for 15 years, including stints with the U.S. Forest Service and as a river guide in Idaho, and was the State and Local Policy Manager for the Outdoor Industry Association (OIA) until 2019.

The OIA is a national trade group, and under his leadership, Cailin's worked with governors, legislators, and agencies across the country to improve access to outdoor recreation opportunities, encourage strategies that increase economic benefits, and promoted establishment of Offices of Outdoor Recreation in other states.

He holds an Environmental Studies undergraduate degree from Lewis and Clark College in Portland, Oregon and an Environmental Science graduate degree from the University of Idaho.



Lindsey Davis, Utah Outdoor Recreation Advisory Committee

Lindsey Davis is the Vice President of the Outdoor Recreation Roundtable, the nation's leading coalition of outdoor recreation trade associations and businesses.

She serves on the board of advisors for the Outdoor Alliance, a non-profit that protects public lands and the human-powered recreation experience, as well as the Utah Wildlife Federation and the Utah Office of Outdoor Recreation advisory committee.

Lindsey is passionate about uniting different recreation user groups around issues of access, wildlife management, and habitat protection. In her off time, you can find her working in her backyard garden, wrangling her bird dog, and scouting for hunting season.



Looking Ahead: Creating an Office

Bevin Buchheister, National Governors Association [NGA]

Bevin Ann Buchheister, Esq. serves as a senior policy analyst for NGA's Center for Best Practices where she helped to launch the Outdoor Recreation Learning Network in 2019. The Network engages state outdoor recreation leaders to share best practices to advance outdoor recreation and explore issues related to conservation, stewardship, education, workforce training, economic development, infrastructure, equity, inclusion, public health and wellness.

Bevin also leads the Water Policy Learning Network, co-chaired by Governor Hogan of Maryland and Governor Inslee of Washington. Additionally, Bevin manages the National Governors Association's Federal Facilities Task Force, working with the Department of Energy and states on cleanup of nuclear waste created by cold war weapons production.

Prior to joining NGA, Bevin served for six years as the Maryland Director of the Chesapeake Bay Commission, a tri-state legislative commission where she developed and worked to pass legislation to remove phosphorus from maintenance lawn fertilizer, prevent over application of chicken litter as fertilizer to reduce runoff of excess phosphorus, ban microbeads in personal care products, add a fuel source to the renewable portfolio standard and protect funds for land conservation.

Before working for the Commission, she was the chief of staff to the Chairman of the Environmental Matters Committee in the Maryland House of Delegates and worked as a staff attorney for the YWCA representing clients seeking protective orders.

She enjoys racing her sailboat on the Chesapeake Bay with her husband and instilled a love of the outdoors, ocean swimming, biking, camping and birdwatching in her three grown sons.

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Outdoor Recreation Learning Network [NGA]



www.nga.org/outdoors

The new **Outdoor Recreation Learning Network** exists to help states support OREC Offices and leverage their unique natural, cultural and historical resources to advance economic, workforce, health and environmental benefits.

Outdoor Recreation Learning Network (ORLN) Background

Launched at the NGA Summer Meeting in Salt Lake City, Utah- July 2019.

Govs. Scott (VT), Brown (OR), Herbert (UT), Bullock, (MT), Mills (ME), Sisolak (NV)

- ORLN partners:
 - State Outdoor Recreation Office & Task Force Directors & Confluence states
- Sponsors:
 - REI Co-Op
 - Outdoor Industry Association
 - Outdoor Recreation Roundtable
 - VF Corporation

Bevin Buchheister bbuchheister@nga.org



National Governors Association Outdoor Recreation Learning Network

Purpose

Explore strategies to leverage state's natural, cultural and historical resources to help promote and economic, social and environmental benefits associated with outdoor recreation

Key Issues

- Economic development
- Conservation & stewardship
- Education, workforce training, infrastructure
- Public health, equity and wellness

Benefits

- Established peer network
- Share Best practices
- Compilation of legislation, policies and programs
- Cross sector coordination with health, economic development, workforce, conservation experts



State Outdoor Recreation Offices

Location and Funding

Economic Development

- Montana
 - @ \$200,000 annually
- New Mexico
 - \$200,000 for Director and office manager
 - \$100,000 for Youth Conservation Corps. Infrastructure and trail projects
 - \$100,000 for low-income access grant program
- North Carolina*
 - Economic Development Partnership of North Carolina
 - Quasi government economic development partnership
 - \$202,415 (89% from the state)
- Utah
 - FY 2018 - \$933,100
 - \$235,300 from general fund
 - \$697,800- one-time general fund

Parks and Recreation

- Oregon- Office of Outdoor Recreation
 - [\\$273,580 in FY 2019-2021 \(pre-covid\)](#)
 - Oregon Parks and Natural Resources funded with 15% of proceeds from state lottery and user fees.
- Vermont- Forest Parks and Recreation
- Wyoming

Natural Resources

- Michigan- DNR Executive Division
 - @ 200K / annual
 - 10-year MOU- funding from Michigan DNR and [Michigan Strategic Fund](#) ([Michigan Economic Development Corporation](#))
- Nevada
 - FY 19-20 \$208,911; FY 20-21 \$448,293
 - state general funds

Tourism

- Maine
 - Office of Tourism's Economic Development Office
 - @ \$300K annually from the Tourism Marketing Promotion Fund
- Wisconsin

Questions?

Contact Us:

- Ashley Brinkman – RV Industry Association
 - abrinkman@rvia.org
- Jill Sims – National Marine Manufacturers Association
 - jsims@nmma.org

Visit ORR Online: www.recreationroundtable.org

