



Minnesota Outdoor Recreation Task Force August Meeting Day 2—August 27th, 2020

Welcome and hang tight! The meeting will begin soon.

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<https://www.streamtext.net/player?event=DNR>

Today's Agenda

- 1:05-2:45 PM Workgroup Report-outs
- 2:45-3:05 PM Integrated visioning for Minnesota
- 3:05-3:15 PM Break
- 3:15-3:40 PM Public Engagement Subcommittee Ideas & Brainstorm
- 3:40-3:50 PM Public Comments
- 3:50-4:00 PM Next Steps & Closing

Workgroup Report-outs

- Stewardship and Conservation
- Promotion and Public Awareness
- Economic Development
- Coordination
- Access

Stewardship & Conservation

Promotion & Public Awareness—5 Year Vision of Success

- **COHESIVE MESSAGING.** The broad nature of outdoor recreation and the many diverse interests in the state makes cohesive messaging a challenge. Collaboration amongst the state's outdoor community and their varied interests can form a cohesive voice to better communicate to government, individuals in all demographics, and the private sector.
- **PARITY FOR OUTDOOR INTERESTS.** Unifying the outdoor-recreation space by pulling groups together gives the outdoors more of a voice In St. Paul (with government) to further establish for the elected the narrative that the outdoors and tourism has a similar worth/value/fiscal return-on-investment as mineral extraction, forestry, agriculture, major-league sports, and other economic drivers.

Promotion & Public Awareness—5 Year Vision of Success

- **AGENCY OVERLAP/CAPACITY.** State agencies are spread thin and tasked to communicate about hundreds of activities and thousands of destinations around the state. Further, the state DNR and Explore Minnesota both are tasked to communicate information and promote on similar topics and destinations. An ideal future will see less overlap and more efficiency from these two state agencies.
- **FORMAT UPDATES.** Downloadable PDFs, paper maps, and brochures are old-school and limit reach to new and different demographics. Soon they must give way to apps, mobile-first strategies, video, and social media as the primary forms of communication. Comprehensive text and graphical materials (maps etc.) remain where needed and appropriate.

Promotion & Public Awareness—5 Year Vision of Success

- **FUNDING.** Dollars for tourism promotion and other marketing allocated from the MN Legislature is disproportionate to some neighboring states. More budget (appropriately allocated) will help the state better promote outdoor recreation and reach new consumers.
- **PARTNERSHIPS.** Whether its public – private, public – public or private – private, the opportunity exists for groups to mutually benefit and create synergy in areas not yet explored through working together. This can be beneficial to parties involved in a variety of areas including increased funding, greater exposure, technology, expertise, niche marketing and the list goes on.

Promotion & Public Awareness—5 Year Vision of Success

- **FORMALIZED OUTDOOR RECREATION IN MN.** Many of our state agencies, destination marketing organizations, non-profits and private organizations are doing a good job in their own areas. Whether it is an office of outdoor recreation, a position, or simply a workgroup such as this group, having a more formalized plan and a seat at the table at important events, meetings and at the legislature will bring benefit to the State of MN.
- **APPROPRIATE FUNDING TO MINNESOTA'S OFFICE / DEPARTMENT / COMMITTEE OF OUTDOOR RECREATION.** Appropriate funding is vital to the success of Minnesota's outdoor recreation efforts to properly staff and achieve desired goals and outcomes. Without proper funding, results will be difficult.

Economic Development

- Vision Statement: Unite and invest in Minnesota's resources to drive a world-class outdoor economy that facilitates greater access, promotion, awareness, stewardship & conservation

Coordination—Vision Statement

Work together to create a strong, sustainable outdoor recreation community that delivers inclusivity, enhances diversity, builds economy, and reduces conflict.

Coordination—5-Year Vision of Success

1. Bringing together the outdoor recreation stakeholders within Minnesota annually. Build community. Drive relationships. Facilitate unified understanding of outdoor recreation.

- Also bring together groups that to date have not had an opportunity or voice to sit at the table.
 - BIPOC
 - Underserved communities
 - Women in general
- Share and make clear the “Plan” the State of Minnesota is currently implementing.
 - When more of Minnesota knows the plan, be open to adjusting the plan based on the feedback of a greater response from Minnesota

Coordination—5-Year Vision of Success

2. Clearly understand an object is not needed for outdoor recreation.

- Being outside is outdoor recreation.

3. Minnesota has established a “Culture of Outdoors” that is welcoming of everyone.

- Values of how we will all treat each other, when we are outside together
 - We have world-class outdoors, if we can build atop of that excellence a welcoming culture of safety, inclusivity, togetherness, stewardship — Minnesota will be a destination for our outdoor culture, on top of the outdoor resources.

Coordination—5-Year Vision of Success

4. An office of OR exists that can coordinate, create, design, implement, and deliver upon these goals

- Fund and staff this office appropriately prioritizing Minnesota residents first.
 - Minnesota residents need to know outdoor opportunities available to them.
 - And once Minnesota residents learn what's available, this Office should continue to ask what they are missing, evolve, adapt, grow.
 - Promote Minnesota's outdoor benefits to broader world.
- Build real relationships/unity amongst the varied and different outdoor recreation groups within Minnesota.
 - Relationships where compromise is not considered failure, but creating a win/win based on our total population, our total natural resources, and our total funding to make it all happen.

Access—Strengths and Weaknesses

- Strengths
 - Great parks, trails, green spaces across the state, and four seasons to participate
 - Quality, cross-sector programs, resources and initiatives to explore and share learning
 - Outdoor industry acknowledges disparities and wants to do better
 - Existing networks promote getting outdoors
 - Strong leadership in BIPOC, underrepresented communities to elevate and amplify
- Weaknesses
 - Outdoor industry-created barriers disproportionately affecting BIPOC and underrepresented communities
 - Lack diversity in decision-making/leadership
 - Economic barriers
 - Lack of program support (transportation, gear, etc.)
 - Safety
 - Limiting definitions of outdoor recreation
 - Barriers for individuals with disabilities
 - Lack of programs for adults without kids

Access—Opportunities and Threats

- Opportunities
 - Relevancy, equity and inclusion
 - Revenue models
 - School-based opportunities
 - COVID response
 - Funding/grants
 - Health and wellbeing
 - Educate outdoor industry/economy that diverse communities (BIPOC, disability, LGBTQ, etc.) are not all low-income; currently missing market
- Threats
 - Limited/negative outdoor experiences threaten next-gen outdoor enthusiasts
 - Funding
 - Lack authentic engagement with underrepresented* groups: Black, Indigenous, and People of Color, including state-wide Native communities; people with disabilities; LGBTQ; immigrant communities; people with limited income; people with limited outdoor experience; varied education levels
 - Safety – verbal/physical threats
 - Systemic racism in the outdoor sector/industry
 - Climate change/disregard for stewardship
 - Collaboration requires time, resources, shared goals
 - Outdoors becoming hyper elite

Grand Visioning for Minnesota

- Develop a vision statement or “Impossible Goal” for outdoor recreation in Minnesota.
 - What do we want for Minnesota?
 - The recommendations you develop should work towards meeting this goal.

Public Engagement Subcommittee

- Members: Aaron Hautala, Greg Lais, Katy Friesz, Andrew Korsberg, Gratia Joice, Randolph Briley
- Two categories of public engagement:
 - Formal opportunities
 - Informal opportunities

Public Engagement Plan—Formal Opportunities

- One or two large virtual public engagement sessions
 - Share background information and draft recommendations
 - Ask for feedback: What do you like? What don't you like? What is missing? What should be prioritized?
- Two to four focused public engagement opportunities with identified groups
 - Groups not at the table; groups we should further engage with;

Public Engagement Plan—Informal Opportunities

- Shareable information and survey to collect feedback:
 - Background information
 - Draft recommendations
 - Short survey: What do you like? What don't you like? What is missing? What should be prioritized?
- Who's involved?
 - Task force members to leverage personal/professional networks to seek feedback
 - ORTF listserv
 - Other groups ID'd by task force members and through public comment at task force meetings

Group Brainstorm

What specific groups should we target to get feedback on our draft recommendations?

Public Comment, Q&A



Next Steps

- As workgroups, form draft recommendations based on overall and workgroup vision statements, reflections on 5-year success, and SWOT analyses.
 - Submit draft recommendations by Wednesday, September 16th
 - At September meeting we will go over and discuss draft recommendations.
- Between September and October meetings, small group will meet to collate and finalize draft recommendations before October meeting.
 - We need volunteers!

Review of Timeline

- September 21st meeting: review draft recommendations
- October 21st meeting: finalize draft recommendations
- October-November: public engagement
- November-December: finalize recommendations
- December: submit final recommendations to DNR and Explore Minnesota

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