



Minnesota Outdoor Recreation Task Force Meeting September 21st, 2020

Welcome and hang tight! The meeting will begin soon.

Today's Agenda

- 9:00 AM Welcome
- 9:05 AM Grand Visioning for Minnesota
- 9:15 AM Share out draft recommendations and group vision statements
 - Workgroup report-outs (order: Coordination, Promotion & Public Awareness, Stewardship & Conservation, Access, Economic Development)
 - Overall reflections, questions, comments
- 10:30 AM Next Steps
- 10:50 AM Public Comments
- 11:00 AM Adjourn

**Agenda is set for 2 hours, but we have 3 hours if needed for additional discussion.*

Grand Visioning for Minnesota

Workgroup Vision Statements & Draft Recommendations

Coordination—Vision Statement

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

Coordination—Draft Recommendations

- 1. Bring together outdoor recreation stakeholders throughout Minnesota around a shared plan to build community, drive relationships, and facilitate a unified understanding of outdoor recreation.**
 - a. Convene stakeholders annually.
 - b. Include Black, Indigenous, Latinx and other communities of color, LGBTQI, people with disabilities, and people with low economic status.
 - c. Share and make clear the “Plan” the State of Minnesota is currently implementing.
 - i. When more of Minnesota knows the plan, be open to adjusting the plan based on the feedback of a greater response from Minnesota
 - d. Measure and share benefits of coordinating at annual event.

Coordination—Draft Recommendations

2. Promote and facilitate a culture of “Welcoming Everyone Outdoors.”

- a. Identify and state the values of how we will all treat each other, when we are outside together
 - i. Minnesota has world-class outdoor resources and should build on these assets, to create a welcoming culture that ensures the safety of everyone, and encourages inclusivity, togetherness, and stewardship. Minnesota will be a destination because of our inclusive outdoor culture, not just to experience the beauty of our outdoor resources.
- b. Recognize the health and wellness benefits and align with Minnesota Department of Health and health care providers.
- c. Create guidelines, training plans, and promotions around Minnesota’s culture of “Welcoming Everyone Outdoors.”

Coordination—Draft Recommendations

- 3. Create an office of OREC that can coordinate, create, design, implement, and deliver upon these goals**
 - a. Fund and staff this office appropriately prioritizing Minnesota residents first.
 - i. Inform Minnesota residents about the outdoor opportunities available to them.
 - ii. This Office should continue to ask what Minnesota residents feel they are missing in going outside and then, evolve, adapt, grow opportunities to do so.
 - iii. The OREC Office should promote Minnesota's outdoor benefits to broader world.
 - b. The OREC office should focus on building real relationships/unity amongst the varied and different outdoor recreation groups within Minnesota.
 - c. Create and maintain a database of outdoor recreation stakeholders.
 - d. Track outdoor recreation trends and use patterns.

Promotion & Public Awareness—Vision Statement

Distinguish and hone a cohesive, modern, and widely-heard voice for the outdoors in Minnesota.

Promotion & Public Awareness—Draft Recommendations

1. Unite MN's fractured outdoor community & industry by promoting shared dialogue on challenges and opportunities and identifying new ways to promote a bigger outdoor experience together in MN.
2. Develop cohesive messaging + form a cohesive voice.
3. New mediums: Media appropriate to reach target audiences.
4. Apps & mobile-first strategies for maps, brochures, and collateral.
5. Establish new narratives for MN outdoors.
6. Develop outreach to new groups.
7. Work for perceptual parity of outdoors (compared to other interests)
8. Eliminate overlap and inefficiencies within state agencies.
9. Increased funding to properly staff or achieve goals.
10. Establish a working group or office for outdoor-rec.

Conservation & Stewardship—Vision Statement

We need to as a state take greater responsibility in preserving and maintaining our many great natural outdoor resources for our future generations because this is the only Minnesota they will have.

or

To educate, promote, encourage the Minnesota value of taking care of our great MN outdoors, so that it will continue to provide the outdoor experiences, that heal us, comfort us, feed us, challenge us, excite us, and amaze us.

Conservation & Stewardship—Draft Recommendations

- Draft recommendations should be adapted and used to help develop policies and procedures in Minnesota.
- Policies and procedures should be in place to ensure that the best interest of our environment is included in the framework of different facets.
- We should be more proactive because our children's future should not be so freely gambled with for profits or short term gains.

Access—Vision Statement

Partner with Black, Indigenous and People of Color; people with disabilities; people with low income; and LGBTQ community cross-sector leaders to co-create Minnesota's sustainable outdoor recreation ecosystem, to realize market potential and prioritize equitable access, safety and joy for all.

Access—Recommendations

- Create bi-partisan, independent, representative, and inclusive coordinating entity to facilitate cross-sector collaboration to advance outdoor recreation and equity in Minnesota.
- Co-create plans, remove barriers and improve cultural relevance with those who have been disproportionately excluded from outdoor recreational experiences, such as individuals with disabilities; Black, Indigenous and People of Color; individuals with lower financial resources or education, and LGBTQ communities.
- Invest in outdoor infrastructure, such as increasing boat ramps, campground modernization and wifi connectivity, and outdoor accessibility.
- Increase diversity, equity, and inclusion regarding hiring and retention practices in both private and public outdoor recreation sectors.
- Develop sliding scale fees for outdoor recreation activities and park access. In addition, develop low cost transportation options for local, regional, and state parks.
- Encourage private sector to recognize the market potential of underrepresented audiences (BIPOC, people with disabilities, LGBTQ communities) and approach with an asset-based lens.
- Specify barriers that exist to outdoor access and enjoyment. For example, regardless of cost, lack of culturally and gender-relevant outdoor equipment and apparel can be a barrier (e.g. heated gloves sized for men or unisex vs. women; women's outdoor apparel sized smaller or not accounting for different body shapes; limited availability of women's bicycle seats; etc.)

Economic Development—Vision Statement

Unite and invest in Minnesota's resources to drive a world-class outdoor economy that facilitates universal and equitable access, promotion, awareness, stewardship & conservation.

Economic Development—Draft Recommendations

- 1. Bring together the outdoor recreation stakeholders and resources to collaborate on behalf of our shared parks, forests, trails, transportation corridors, and destinations.**
 - a. Build/strengthen/grow public-private partnerships
 - b. Ensure all of Minnesota's varied geographies and landscapes are positioned as equal tenants within Minnesota's brand:
 - i. Urban
 - ii. Rural
 - iii. Forests
 - iv. Prairie / grassland
 - v. Waters
 - vi. Restorative / Reclaimed (e.g. mining)
 - c. Share resources, wisdom, best practices — merge silos of content
 - d. Seek to see the unseen, hear the unheard, always question status quo

Economic Development—Draft Recommendations

- 2. Lean out, simplify, make effective the system of both information creation and information sharing that is intended for the consumption of Minnesota residents.**
 - a. Create a pathway to get government communication out of government circles, make this communication mainstream content any Minnesota resident can find without having to google it.
 - b. Create powerful metrics of every dollar spent on the outdoors equals X for both Minnesota residents (primary goal) and Minnesota businesses (secondary goal).
 - c. Create a path where economic development within Minnesota's outdoors has the ability to economic impact our residents as well as our businesses.
 - d. Make better know the plan (SCORP) Minnesota outdoors is being created from, position and reference the plan, as decisions are being made, ongoing.
 - e. Refresh communication tools (digital) to speak the language of the 21st century mobile customer. (An app for Minnesota's outdoors, all your maps, all your regulations, all your permits ((purchasable through the app)).

Economic Development—Draft Recommendations

- 3. Establish communication partners to distribute Minnesota's positioning statement/brand to the unique/niche/target audiences outside of Minnesota.**
 - a. Do more with less through communication partnership creation
 - i. Local, Regional, State, National, International

Economic Development—Draft Recommendations

- 4. An office of OR exists that can coordinate, create, design, implement, and deliver upon these goals**
 - a. Fund and staff this office appropriately prioritizing Minnesota residents first.
 - b. Build real relationships/unity amongst the varied and different outdoor recreation groups and industry within Minnesota.
 - c. Seek to understand and deploy economic development tools and investments where the outcome/end product has the ability to first build the economy of all of Minnesota's residents first, and business and industry second.

Next Steps

- Between September and October meetings, small group will meet to collate and finalize draft recommendations before October meeting.
 - We need volunteers!

Public Engagement Update

Review of Timeline

- Between now and October 21st: small group works to collate and refine all 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

Public Comment, Q&A



Thank you!

Next Meeting: Wednesday, October 21st, 1-4 pm

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