

**OUTDOOR RECREATION DIVISION  
ADVISORY COMMITTEE MEETING 8/21/2020**

**Agenda**

11AM on August 21, 2020

Zoom Video Call

**Call-In Information**

Join Zoom Meeting

<https://us02web.zoom.us/j/83663499865?pwd=OEhMbFIVTWpWcVVIbmp1TGhVbjFiQT09>

Meeting ID: 836 6349 9865

Passcode: 0YADb5

**In attendance:**

Axie Navas

Alyssa Renwick

Lance Cherry

Jim Glover

Mary Turner

Christy Tafoya

Dustin Martin

Gabe Vasquez

Craig Johnson

Jon Clark

Kathy Whiteman

Laura McCarthy

Marcy DeMillion

Antoinette Vigil

Patrick Moore

Sarah Wood

**Updates (30 minutes)**

1. Introducing the ORD Newsletter
  - a. Sign up here: <https://www.nmoutside.com/contact-us>
  
2. Outdoor Equity Fund
  - a. We had 84 applications from throughout the state with a total ask for program funding of \$1,025,622.85. If fully funded, the OEF would get almost 36,000 young New Mexicans outside over the next year.

- b. Gabe Vasquez – There are discussions about getting some cannabis legalization excise tax to go into the Outdoor Equity Fund. Rep. Rubio and Rep. Martinez, sponsors of the cannabis legalization bill supportive of this. Within advocacy community, sign-on letter in support of this will be going out today. In addition, Rep. Maestas working on writing in OEF excise portion to be included in bill for revenue sharing. **Action item – Gabe to share sign-on letter with the group for people to both sign-on to and to share with their networks**
          - c. Mary interested in running a story from Outside about OEF recipients after they're announced. **Action item - Axie to send photos and video to Mary**
3. Cradle to Career Outdoor Ed Plan
  - a. After first Outdoor Ed plan meeting Axie/Marcy will share more information with ORD AC about scope/vision/mission/etc.
  - b. Internship/mentorship programs – open to ideas and sharing of these programs if folks know of them/work with them/ideas around potential partnerships
4. Events
  - a. The Outdoor Economics Conference is officially happening online on **Oct 1-2!**
    - i. Details here: <https://www.outdooreconomicsnm.com/> Please share with your connections. We have great speakers lined up and want to invite as many people as possible.
    - ii. Mary open to writing article on this/highlighting speakers– potentially about Carolyn Finney. **Action item - Axie to send additional thoughts/ideas to Mary on this**
  - b. Economic and Rural Development legislative committee presentation on **August 31st at 2:30PM** – Time changed to 3:15pm. **Action item - Axie keep people updated if they're interested in joining and listening in**
5. Advisory board updates
  - a. EndeavOR
    - i. Jim – Website is officially live – go to [endeavornm.org](http://endeavornm.org) where you can find more information and sign-up to become a member.
    - ii. Keep an eye out for press release from ORD on Monday at 10am from ORD about this and from the Albuquerque Journal in the business section
  - b. SCORP
    - i. Purchase Order has been approved and have a contractor, Sites Southwest, on board to lead the SCORP process. There will be four different work groups, **Action item - Christy to send information around again as some folks have been interested in participating on work groups.**
    - ii. An extension was granted for the original December 2020 deadline, so will be able to push out to 2021 – this will allow for better alignment of the Outdoor Education Plan

- iii. LWCF – waiting to find out what this looks like for stateside. LWCF coordinator position is open and advertised. **Action item - please share this opportunity – Axie will send a link to the group for this position**
  - iv. Gabe – how are stateside matches being looked at in terms of how that is going to roll out with lessened budgets? Christy – some discussion of matches being reduced and in terms of stateside definitely an issue – several non-profits looking at creating stateside legislation and trying to come up with something to create more permanent and stable match funding.
  - v. Can begin to really dive into this issue once LWCF releases more information on what the match will be and what things will look like for stateside.
- c. SLO Outdoor Rec Programs
- i. Hit billion dollar mark for SLO again for this year
  - ii. In outdoor rec world, Melrose Woods trail creation project completed (funding came from partnership with Central NM Audubon Society) – created first trail coming out of outdoor rec program at SLO.
  - iii. Dispersed camping and backpacking project has kicked-off - <https://www.nmstatelands.org/hunting-pilot-programs-dispersed-camping-backpacking/>
  - iv. Craig will have an interview with Richard Eaves to be broadcast this weekend on this topic

## Action Items (20 minutes)

### I. Special Projects Evaluation Committee

- A. Background: We're bringing together a 6-person evaluation committee to review Special Projects applications starting middle of next month. That will entail reviewing and scoring roughly 25 applications via our new grant software.
- B. Volunteer members: Any volunteers from this group or people you want to nominate to participate?
  - 1. Suzy or Antoinette from Tourism as part of this
  - 2. Jeff Kylie – ran Northwest COG, recently retired, but tons of experience
  - 3. **Action item - send name ideas or if you want to volunteer let Axie/Alyssa know**

## Follow Up / Takeaways

- 1. Business directory
- 2. Tourism's DDR
  - a. Destination Development Roadmap – took a yearlong timeframe to get done and then pandemic hit and now working on identifying some key aspects from the Roadmap that fit right now.

- b. Not marketing travel right now, but doing best to educate any traveler (in or out-of-state) about travel restrictions, main goal being educating the public.
  - c. NM Safe Certified - encourage networks and business to sign-on for this, it is free and receive free materials and promotion – want to focus on celebrating and advertising businesses that are participating
  - d. Brainstorm – Use the new food credit program model for outdoor rec businesses that participate in NM safe certified tours, outfitters, etc. Potentially even a model that could be used after the pandemic
    - i. Balancing act to promote mobility without promoting spread of COVID
    - ii. **Action item - Axie and Antoinette to follow-up about this idea**
3. Forest Action Plan
4. We need to schedule a broader mapping conversation
- a. Bigger project for early 2021, but we can get these conversations started through the SCORP process
  - b. NM Recreation and Heritage Guide (map from 1995)
  - c. How do we improve our GIS data and make it more accessible to the public?

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**Action Items:**

- **Gabe –**
  - Share OEF sign-on letter with the group for people to both sign-on to and to share with their networks.
- **Christy –**
  - Send out information on SCORP work groups for those interested in being a part
- **Axie –**
  - Send Mary photos and promotional video for potential Outdoor Equity Fund story.
  - Send Mary ideas on stories around the NM Outdoor Economics Conference and/or stories highlighting specific speakers (potentially Carolyn Finney).
  - Will keep the group updated on how to watch/participate in the Economic and Rural Development legislative committee presentation on August 31st at 3:15PM
  - Send link to open LWCF Coordinator position to everyone
  - Follow-up with Antoinette about model food credit program for outdoor rec
- **Everyone –**
  - Visit <https://www.endeavornm.org/> and sign-up to become a member
  - Share far and wide the open LWCF Coordinator position
  - Let Axie/Alyssa know if you'd like to volunteer to be a part of the Special Projects & Infrastructure Fund application review committee OR if you think of names of anyone who may be interested in being a part of this
  - Encourage businesses within your networks to participate in the free COVID-safe training program and become NM Safe Certified (<https://nmsafecertified.org/>)