

## Meeting Minutes

### Tennessee Recreation Advisory Committee (TRAC)

#### Meeting #5

December 15, 2020

1. Housekeeping Reminders
2. Survey Status Preliminary Findings by University of Tennessee
  - a. Results can be revisited by listening to the recording on the project website.  
Subcommittees should reach out to Susan asking for the specific data they would like for their topic areas.
3. Summary of Work To Date by Kimley-Horn
  - a. Advocacy and Education Subcommittee
  - b. Collaboration and Partnerships for Economic Success Subcommittee
  - c. Conservation Subcommittee
  - d. IDEAA Subcommittee
  - e. Remaining Items
    - i. Parking Lot Items
    - ii. Goals from TRAC Kickoff
    - iii. Initiatives from 2020 Plan
    - iv. Documents and Organizations
4. Next Meeting Dates  
January 26<sup>th</sup> 1-3 CST  
February 23<sup>rd</sup> 1-3 CST

#### Chat notes from during the call:

- 13:07:28 From David Arnold : David Arnold is participating from the road.
- 13:07:58 From Anne Marshall : Thank you for calling in David! Drive safely!
- 13:09:52 From Michael Shelton : If anyone is calling in from their cell phone please note your name in the chat so that we can keep track of attendees. Thank you
- 13:10:37 From Kayla Carter (NeTREP) : Is the data broken down into each park? Or, is this overall? Apologies if this was already addressed previously.

- 13:29:20 From Kayla Carter (NeTREP) : Definitely!
- 13:32:48 From Brian Clifford : I have to drop for a few minutes, but will be back shortly
- 13:33:07 From Alison Bullock : Can the data be broken down by rural versus urban?
- 13:35:00 From Alison Bullock : I do think that the urban vs. rural can have an impact on the IDEAA committee's recommendations.
- 13:35:02 From Jody Sliger : On that note ..... in rural / in the country the mode of transportation may be different than urban ... I wonder how that affects it
- 13:36:21 From Alison Bullock : Good point Jody!
- 13:53:04 From tgarner : Sorry guys I've had something to come up, I need to drop off I'll try my best to get back on.
- 13:54:29 From David Arnold (Tennessee) : All - I have to drop off. I plan to come back if the meeting is still going on.
- 13:55:14 From Kayla Carter (NeTREP) : Health Dept. has a great newsletter for grants -- Built Environment newsletter
- 13:56:12 From John Vick : Yes, thanks for bringing that up Kayla.
- 13:56:31 From Tony Black : I have to attend another meeting Merry Christmas!
- 13:56:36 From John Vick : Built Environment and Health Newsletter:  
<https://www.tn.gov/health/health-program-areas/office-of-primary-prevention/redirect-opp/built-environment-and-health/built-environment-health-newsletter.html>
- 13:57:31 From John Vick : We also have a Built Environment Funding Opportunities page that we regularly update: <https://www.tn.gov/health/health-program-areas/office-of-primary-prevention/redirect-opp/built-environment-and-health/built-environment-funding-opportunities.html>
- 13:58:09 From Bonnie Gamble : The Built Environment and Health newsletter is a great resource I receive on a local level. Not sure who they send that out to. It would certainly be worthwhile to collaborate on this.
- 13:59:36 From John Vick : Agree with Bonnie, great idea.
- 13:59:59 From Kayla Carter (NeTREP) : I suggest connecting or looping Lee Gatts in with the conversation about office of outdoor recreation.
- 14:00:06 From Simon's iPhone : good idea to keep some folks on board to continue to assess the plan
- 14:00:33 From Anne Marshall : Yes, Kayla - on Lee Gatts. We will probably put this on the January agenda.

- 14:09:17 From Anne Marshall : I'm having some connection issues, so lost video for now.
- 14:17:09 From Bridgett Massengill : These are really good questions to deepen this work. Great work to the IDEAA Subcommittee.
- 14:17:34 From Kayla Carter (NeTREP) : Thanks Bridgett!
- 14:17:41 From Anne Marshall : I agree! Excellent job!
- 14:18:11 From Kayla Carter (NeTREP) : Thanks Anne!
- 14:27:12 From Kayla Carter (NeTREP) : Thanks for the shout out!
- 14:28:30 From John Vick : Is TDOT currently represented on the TRAC? If not I'm happy to reach out to their Multi-Modal Transportation Division to see if they'd like to participate.
- 14:33:29 From Melanie Beauchamp : Potential signage too
- 14:34:48 From John Vick : Yes, will do!
- 14:38:17 From Alison Bullock : The Tennessee RiverLine will be publishing their Strategic Plan in January. It's not statewide, but covers a large number of communities through the Tennessee RiverTowns and the project connects to Alabama and Kentucky.
- 14:40:45 From Mike Robertson : Anne, Thanks for sharing our discussion about the develop of a State Parks Systems Plan document. I do think it would be good to point out the need of a systems plan that provides information of current state of state parks and goals moving forward to ensure that State Parks are helping to meet the recreational needs of the state.
- 14:42:16 From Kayla Carter (NeTREP) : Brad is awesome!
- 14:42:34 From Anne Marshall : I agree, Mike! Thanks!
- 14:42:48 From Anne Marshall : Tennessee Riverline is a very cool project!
- 14:43:03 From Simon's iPhone : we are part of river town with Tellico Village
- 14:43:59 From Kayla Carter (NeTREP) : Brad has a summit on his project with towns coming up in January I believe!
- 14:44:08 From Jody Sliger : is there a list of the invited communities?
- 14:46:24 From Kayla Carter (NeTREP) : LOL!
- 14:47:04 From Alison Bullock : Jan 27 is the public day for the Tennessee RiverLine Summit
- 14:48:25 From Kayla Carter (NeTREP) : Happy Holidays all!

### **Action Items**

- Sub-committees to have a progress call prior to next TRAC meeting based on homework items and remaining items discussed on today's call

**Attachments**

Slides



# STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN

# Advocacy and Education Subcommittee

- Vision: All citizens to understand, appreciate, and have access to the outdoor recreation resources available in Tennessee. Provide exposure to the benefits of outdoor recreation and tools to create healthy habits for a lifetime.
- **SWOT:**
- *Strengths* –
  - Abundance of state and local parks, greenways, and various outdoor recreation resources
  - Free state parks
  - Various geographies and cultures across the state
- *Weaknesses* –
  - Distribution of Information
  - Accessibility for underserved populations
- *Opportunities* –
  - Impacts of COVID – greater usage of outdoor recreation spaces
- *Threats* –
  - Impacts of pandemics (COVID) – large number of visitors that lack education and respect for the outdoors and state resources
  - Overuse

# Advocacy and Education Subcommittee

- Issue/Goal #1 – Distribution and exposure to educational resources
  - How to get information into the communities – identifying partners and avenues
  - Working with school districts
  - Community events
- Issue/Goal #2 – Physical and mental health
  - Increased awareness
  - Access to parks, trails, greenways
- Issue/Goal #3 – Connectivity and Access
  - Connecting people to outdoor recreation spaces
  - Greenway corridors as transportation
  - Mapping, databases
- Issue/Goal #4 – Partnerships
  - Colleges/Universities
  - K-12 Schools
  - Chambers, civic clubs, etc.? Non-traditional audiences

# Collaboration and Partnerships for Economic Success Subcommittee

- Vision: Build strategic coalitions to maximize the economic impacts of outdoor recreation and parks across Tennessee.



# Collaboration and Partnerships for Economic Success Subcommittee

- Issue/Goal #1 – Partnership Development
  - Identification of and enhanced collaboration with current and future partners for collective impact.
    - Inventory current partnerships across the state to identify local gaps and opportunities
      - Local parks and recreation/local government
      - Non-profits and foundations – local, regional, and national (diabetes foundations, arts, think outside the box)
      - Friends Groups – how they engage additional partners (seniors, youth, industry)
      - Chambers and Tourism organizations
      - Economic and Community Development organizations – businesses want to locate in an area that has opportunities for an educated workforce, safe location, recreational outlets, and vibrant community involvement
      - Healthy outcome groups and organizations – all TN counties have health councils
    - Identify best practices for modeling
    - Develop stories to increase local volunteer/civic organization benefit to parks. Include not only economic impact, but also health, educational, and other focused themes for publication.

# Collaboration and Partnerships for Economic Success Subcommittee

- Issue/Goal #2 – Communication
  - Identify and develop best practice models and consistent methods for sharing the story
    - Identify where strong community/park relationships exist and what makes them successful
    - Identify communication success stories in other states
    - Develop internal sharing session among parks on best practices
    - Create a plan, timeline, and goals to implement a new system for communication
  - Expand networking for additional private investment and engagement
    - Identify successful private partnerships in other states
    - Create a partnership program that consistently communicates levels of partnerships and investment ideas
    - Identify local businesses and potential stakeholders where there is alignment in goals or who invest in community programs
    - Identify state/national brands who align with recreation investment and if there are success stories to share
    - Determine who is responsible for partnerships and engagement
    - Host informational sessions for community leaders and stakeholders with a consistent message of the many values of having recreation, parks, and partnerships
  - Explore and identify the benefits of marketing parks as assets in local city, county, and regional promotional outlets
    - Host informational sessions to include marketing that the state invests in for State Parks and the value of a partnership with the local community they are located in
    - Effectively communicate the direct and indirect economic impact of State Parks and recreation in an area
    - Identify communities who actively promote State Parks as tourism assets and the success of partnership and collaboration

# Collaboration and Partnerships for Economic Success Subcommittee

- Goal/Issue #3 – Mapping and Inventory of Recreational Facilities
  - Inventory and mapping to develop coordinated planning for outdoor recreation
    - Work with local park departments to gather inventory data on recreational facilities within their programs
    - Work with county governments to gather inventory data on recreational facilities offered by the county within their programs
    - Work with state governments to gather inventory data on recreational facilities
    - Work with Federal agencies to gather inventory of data on recreational facilities
    - Develop a Statewide Outdoor Recreation GIS Dashboard that provides shared information from local, state, and federal agencies
      - Engage college students for mapping efforts, doubling as engagement of younger populations in parks
      - Develop district partnerships in development of GIS
  - Marketing, fundraising, and lobbying for resources
    - Work with Department of Tourist Development to develop a marketing strategy for the recreational opportunities within the state
    - Work with NGO's to lobby for and promote the benefits of outdoor recreation opportunities within the state
  - Encourage local governments to engage in park planning/development
    - Develop State Outdoor Recreation Planning Office
    - Develop regional networks of local, state, and federal programs to improve sharing of information
    - Develop regional planning groups
    - Engage citizens regionally in planning efforts to ensure outdoor recreation opportunities are meeting the needs of our citizens
    - Outreach to outdoor recreational industry across the state for involvement (i.e. boat manufacturers, kayak providers, clothing retailers, etc.)

# Collaboration and Partnerships for Economic Success Subcommittee

- Goal/Issue #4 – Economic Impact Model and Formula Development
  - Identify current revenue streams and potential success stories to duplicate statewide
    - Find success stories currently in action and outline what works
    - Develop an online communication resource/database for local city, county, regional, and state park-related economic information
  - Develop additional public/private partnerships (grants, foundations, civic groups)
    - Develop partner advocate group solely for purpose of advocating for annual budget and legislation that sustains and/or increases funding for parks
    - Encourage park partners to create mechanisms that increase and maintain access to State Parks.
    - Strengthen State Park Foundation to gain funding streams
  - Coordinate city/county/state funding to reduce duplication of services
    - develop a regional task force to collaborate on planning
  - Develop and implement communication for economic impact of parks
    - Economic impact model from UT
    - Develop communication to highlight large impact of parks as tourism

# Collaboration and Partnerships for Economic Success Subcommittee

- Items to fold in yet:
  - Should do an annual recreation report similar to Tourism (from 9/29 TRAC meeting breakout)
  - Need way to organize and distribute info to locals about funding mechanisms and opportunities (from 9/29 TRAC meeting breakout)
  - Accountability, without nothing gets accomplished (11/19 TRAC)

# Collaboration and Partnerships for Economic Success Subcommittee

- Connection to 2020 Plan:
  - Friends Groups have grown
  - Don't have dedicated funding source as they set out to create
  - State Park Conservancy (foundation idea mentioned above) – new Ex Director and hoping for positive direction
  - Expansion of GIS technology
  - Local Parks and Recreation (initiative) – didn't accomplish and missed boat
    - Recreation summits on the plan; form more partnerships
    - Coordination of Recreation and Planning
      - Planning Grants from RES
    - Multi-County Partnerships
  - Did build non-profit relationships
    - Dept of Health (grants, publication on joint use)
  - Public health – partnership capabilities here; education, transportation, lots of layers
    - Healthy Parks Healthy People great example
    - Livability Collaborative – strategic partnerships
  - TRAC didn't meet after the 2020 Plan was finished

# Conservation Subcommittee

- Vision: Inspire greater regional identity, differentiation, and collaboration, starting point from 2020 Plan
- **SWOT:**
- *Strengths* –
  - Multitude of unique outdoor environments with eco-tourism potential
  - Quantity of forestland (much of it is private which could be a threat)
- *Weaknesses* –
  - Need better collaboration among various entities
- *Opportunities* –
  - Tourism
  - Access to recreation
- *Threats* –
  - Forest health – disease and insects
  - Resource Management

# Conservation Subcommittee

- Issue/Goal #1 – Meeting Diverse Needs
  - Land conservation must address each of three focal areas to meet future needs:
    - To conserve TN lands and waters for healthy ecosystems
    - To enhance local tourism (eco-tourism, agri-tourism, heritage-tourism)
    - To meet local/community recreation needs (active and passive)
- Issue/Goal #2 – Quantity and Accessibility – Public Land
  - Increase amount of and accessibility to public land for outdoor recreation
    - Improve inventory/data of existing public lands for outdoor recreation (federal, state, and local parks, natural areas, forests, etc.)
      - Coordinate comprehensive statewide inventory
      - Conduct a statewide gap analysis to identify underserved communities/areas of the state
    - Improve inventory/data of critical natural areas to guide acquisition or protection of high biodiversity areas and those habitats that will provide resilience to climate change
    - Improve collaboration between State agencies, local governments, and land conservancies to identify and achieve mutual conservation goals



# Conservation Subcommittee

- Issue/Goal #3 – Quantity and Accessibility – Private Land
  - Increase amount of and accessibility to private land for outdoor recreation
    - Identify opportunities for public access to private lands
      - Resolve landowner liability issues associated with public access
      - Provide landowners with resource management guidance/training
      - Private lands can drive local tourism as well as provide unique recreational opportunities
    - Improve collaboration between State agencies, local governments, and land conservancies to identify and achieve mutual conservation goals
- Issue/Goal #4 – Funding
  - Increase funding for land acquisition and resource management
    - Secure permanent and dedicated funding for acquisition and resource management of public lands and permanent protection (conservation easements) of private lands
      - Re-establish and increase funding through existing sources (e.g. State Lands Acquisition Fund, Heritage Conservation Trust Fund, etc.)
      - Establish new permanent and dedicated funding sources

# Conservation Subcommittee

- Issue/Goal #5 – Resource Management and Protection
  - Improve long-term capacity and effectiveness of resource management
    - Public Lands
      - Incorporate resource management/protection into operational plans
      - Create and implement policies that balance multi-use with resource protection
      - Focus management initiatives on improving and conserving forest health
      - State agencies provide professional guidance and technical support to local government agencies to support effective resource management
    - Private Lands
      - State agencies provide professional guidance and technical support to landowners to support effective resource management

# IDEAA Subcommittee

- Vision: All Tennesseans feel shared ownership in and benefit from, have access to and feel welcome at all state-operated recreation facilities and program.
- **SWOT:**
- *Strengths* –
  - Great initial partnerships, passionate people involved
  - Knowledge and resources – a strong statewide Parks and Recreation Association (TRPA). National Recreation and Parks Association (NRPA) is focused on social equity and inclusion as well.
  - This needs to be the lens for the entire plan.
- *Weaknesses* –
  - Lack of representation of key stakeholder groups on the Committee itself.
  - To gain first-time participation and support from new users, with all the attendant benefits.
- *Opportunities* –
  - Creation of outdoor affinity groups in communities and cities across the state
- *Threats* –
  - Intolerances and close-minded people
  - Lack of education of why diversity is important
  - Perceptions (who owns the land, directed and non-directed programming, and cultural understanding)

# IDEAA Subcommittee

- Issue/Goal #1 – Some communities or people of color do not perceive the outdoors as a sanctuary, but instead a place of trauma.
  - Allow for these groups of people to commune with nature in positive ways.
- Issue/Goal #2 – Lack of outdoor affinity groups in urban metros and smaller, rural areas
  - Facilitate the creation of these affinity groups in all communities
- Issue/Goal #3 – Lack of leadership that represents underserved communities
  - Seek and appoint leadership that represents underserved communities to state roles
- Issue/Goal #4 – Outreach to park users and prospective park users, some feel less welcome than others, some are less likely to use park resources.
- Issue/Goal #5 – What does it mean to have access to a facility (beyond just having a facility open)?
  - Equity Impact Review Tool

# IDEAA Subcommittee

- Connection to 2020 Plan:
  - Recreation One Stop - THE NEED of the public for more accessible information about recreation opportunities and better ways to participate in advocacy and planning:  
[https://www.tn.gov/content/dam/tn/environment/recreation-services/documents/2020\\_04\\_rec\\_one\\_stop.pdf](https://www.tn.gov/content/dam/tn/environment/recreation-services/documents/2020_04_rec_one_stop.pdf)

# IDEAA Subcommittee

- Questions and Additional Input Needed:

- Need more input from minorities and LGBTQ+ as well as persons with disabilities to identify other issues and goals. The current committee doesn't have the life experiences necessary to make such recommendations.
  - What does equity and access look like in parks and recreation?
- What populations need special attention? And what forms of attention?
- What are the biggest barriers to moving forward toward equity?
- Do we have assessments of assets and programs based on their accessibility to and participation by historically disadvantaged classes of users?
- Do we have assessments of comparative condition of and investment in assets and programs most accessible to historically disadvantaged classes of users?
- What big moves can Tennessee make toward equity? Anything in the works?
  - Are there big moves for which we can lay groundwork to increase equity broadly? (ADA-type moves? Service to 10 poorest zip codes in state? Etc.?)
- How do we know when we are making progress? What can we see or measure?
- An analysis of how this topic has been addressed in the past on a National, State, and local level
- Surveys/ focus groups to assess the potential impact to the 2030 Vision

# Parking Lot Items

- Need for outdoor ethics campaign; Leave No Trace campaign
  - Boys Scouts Outdoor Code, for reference: <https://www.scouting.org/outdoor-programs/outdoor-ethics/outdoor-code/>
  - Don't Move Firewood education campaign  
<https://www.dontmovefirewood.org/map/tennessee/>
  - #RecreateResponsibly, <https://www.recreateresponsibly.org/>
- Heritage areas

# Goals from TRAC Kickoff Not Yet Covered

- Plan continuing forward although administrations change – TRAC help drive this and continue to meet after plan is done?
- Environmental education
- Rural areas
- Inadequate funding, equitable funding across the state?=
  - Grow State Parks Friends Groups
  - Collaborate with TRPA
- Equity – relationship in inner-city communities, youth that never have been to State Park and don't know what they are
- Coordination with TDOT, alternative transportation funding for greenways?
- Equity – how funding is spent across the state



# Initiatives from 2020 Plan Not Yet Covered

- Public Health
- Children in Nature
- Educating decision makers
- Every Child Outdoors (current discussions don't limit this to only children but focused on broader population and more on underserved communities)
- Quality Growth – land use planning and development permitting
- Recreational Waters – environmental education
- Rural Economic Development – seems this may end up as an overarching topic throughout the plan focused on rural regions, not just rural economies: education, conservation, funding, access, etc.

# Documents and Organizations Discussed

- TN Environmental Literacy Plan – ECHO Coalition, Every Child Outdoors; Outdoor Education and Recreation Task Force (how to do a better job)
- Statewide Forest Action Plan (available after December from David)
- Northeast TN Regional Economic Partnership's Outdoor Development Master Plan:  
<https://drive.google.com/file/d/1Y7wQO5Yl6w4aT6wVtdSID-G1gExY1AVV/view>
- Partnership for Environmental Literacy in Tennessee (PELT)

# Next TRAC Meeting Dates

- Jan 26<sup>th</sup>, 1-3pm CST
- Feb 23<sup>rd</sup>, 1-3pm CST