

UMRCC Outreach, Recreation, Environmental Education and Interpretation Technical (OREIT) Section

Fall Meeting Agenda

Date: 9/22/21, 8:30-11:30

Location: Virtual

- Reminder – at this meeting we should identify anything that may need funding, so we can develop a proposal for Exec Board (Nov. meeting or Spring meeting)

Intro (15 min)

- Name/organization: If you are willing, please turn your camera on during introductions.

OREIT Project Updates/Discussion/Next Steps (45 min)

- Website
 - Status, proposal review meeting date
- Leveraging the 75th publication
 - Distribution to broader audience (SWCDs/other local orgs?) – Target Date – end of year
 - Targeted distribution – develop a cover page to be included when distributed, conservation non profits, meetings and events, Mississippi River Parkway Commission Visitor’s Guide, intent is to target people “in the industry” more so than the general public, Janine can get the word out through her newsletter (8,000), time with website launch, Erica Rasmussen (former teacher) can contribute to distribution.
- Field Trip Grant Program – getting the word out to teachers (boosted amount)
 - Comms push after March with new website
 - Email blast a couple times per year to remind teachers about the program
 - Organize list – target schools
- Chloride Resolution Fact Sheet – OREIT assistance in getting word out (same list as 75th pub?)
 - As a training/education related arm of UMRCC, we perhaps could consider pointing folks toward the salt-wise trainings (and other equivalents) <https://www.wisaltwise.com/Winter-Salt-Certification>

- Amplifying upcoming UMRR Reports (30 –year status and trends; How Clean is the River; America’s Watershed Initiative Report Card)
- Work plan
- If a tech section wants support for outreach, need to have a plan for what and who: request

Recreation component of Creel Survey (45 min)

- Darin Newman, MN DNR, recent rec boating survey lead 5-10 minutes as resource
 - Thoughts on what wished could have asked
- Sara summary of St Mary’s Boating Survey (2007 last survey)
 - Also summarizing FWS visitor data survey to determine.
- Rebekah
 - context of what questions they already have
- Brainstorm ideas
- Next steps what’s needed from OREIT

Collaborations with UMRBA (15 min) (Neal)

Discussion and Next steps on:

- Including stakeholders in underserved communities – sharing strategies

BREAK TIME 10 Minutes/scavenger hunt

Chat blast question for March 2022 Meeting: Do we need a refresh on OREIT GOALS and PURPOSE?*

**From 2011 Work Plan*

Goal: *Environmental awareness, literacy and stewardship along the Upper Mississippi River.*

Purpose: *To promote recreational use that protects and preserves natural resources and to support environmental education activities on the Upper Mississippi River. Our focus is on larger issues of common interest among the five Upper Mississippi River states. We use science-based assessments and findings to deliver specific stewardship messages to target audience.*

Great River Road and UMRCC/OREIT (5 min)

- Discussion of mutual benefits of collaboration/communication exchange
- Collaboration on map featuring science/river resources for families on river?
- Set up a committee to work on?

Lightning Round: Two minutes/One slide per participant. (45)

- Anything you want to share with group
 - Request for info/help
 - Work of interest your group is doing
 - New engagement opportunities on the River
 - New virtual resources
 - Your favorite recreation/engagement/education photo from this past year