

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

Fall Meeting Notes

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

Location: Virtual

Attendees: Bonsignore, Gina; Julian, Katherine A, Jackson; Neal Jackson; Rasmussen, Erica S; Kohn, Janine (DNR) Rasmussen, Hallie; Newberry, Gretchen N; Anderson, Rebekah; Keuler, Heidi; Jeff Janvrin; Matt Vitello; Jared McGovern; Brenda Kelly; Sara Strassman; Bailey Anderegg; Kevin Hansen

OREIT Project Updates/Discussion/Next Steps (45 min) 8:45-9:30

- Website
 - Status, proposal review meeting date
 - Oct 1 deadline.
 - Need for larger group to review?
 -
 - 75th publication
 - Wanted to spiff up the doc.
 - Docs shared with other vendors
 - Ready for distribution at the end of the year
 - Distribution to broader audience (SWCDs/other local orgs?)
 - Rely on state agencies to get word out and distribution
 - Perhaps some of the local conservation nonprofits that work along the river.
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 - What's our objective, what's our goal.
 - Awareness of organization to people working on the Mississippi River natural resources.
- Action: Think about who should get it.
- Approach: blurb in a newsletter. Blurb for newsletter.
 - School districts along river
 - Brian Goodspeed's listserve
 - Align with website launch. (Main push is the website)
 - Neal will alert the group, let people distribute.

- Field Trip Grant Program – getting the word out to teachers (boosted amount)
 - When is best timeline for teachers.
 - Example: LaCrosse school district follows that schedule with their newsletter
 - Typically a lot of schools ask teachers to submit their field trip requests the prior semester.
 - Action – bundle with the website, 75th
 - March 2022 for the following school year
 - Reminder blast at beginning of school year in October 2022
 - Blurbs in education newsletters (ex. LaCrosse Foundation)
 - Wisconsin has the Cooperative Educational Service Agency (CESA) District – good way to span multiple
- Chloride Resolution Fact Sheet – OREIT assistance in getting word out (same list as 75th pub?)
 - Audience for that. Relationship to Water Quality Tech Section.
 - Communications plan for this needed.
 - Lead to broader question: Need to answer how much this group want to focus on their projects, or be a resource to other sections work.
 - In the past this group has functioned as a link to natural resource groups along the river.
 - 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>
 - perhaps all states list of training opportunities pertaining to salt...great topic for website...maybe a training calendar, cant remember if it is already
- Amplifying upcoming UMRBA Reports (30 –year status and trends; How Clean is the River; America’s Watershed Initiative Report Card)
 - Groups are interested in playing this role.

Overall Action Steps:

- Develop stock distribution lists
 - Specialized lists
 - Resource professionals
 - The public
 - School teachers
- Be ready to in March meeting for OREIT puts together an annual work plan, communications timeline – sync with different state communications timelines

Recreation component of Creel Survey (45 min) 9:30-10:15

Large scale recreation survey by UMRCC

Creel survey committee worked on survey. Presented to tech sections in March meeting

Met until May to get specific goals, measures, objective. Very specific to Creel committee interests and want to fill gaps.

- Darin Newman, MN DNR, recent rec boating survey lead 5-10 minutes as resource
 - Thoughts on what wished could have asked
 - Parks and Trails periodically does social science surveys to find out how using services, level of satisfaction.
 - Boating survey – was a mailed sample of registered boat owners.
 - Preferred to do in person, but logistically, the mail was easier.
 - Limitations – only gets the boat owners, not all the people in the boats.
 - Not able to capture whether new demographics out on the water – family, friends, renters. Also a recall
 - Topics of interest: new users, what gets them interested in boating, their pathway.
 - If in person, get better information on that facilities, how busy the facilities are, issues with facilities.
 - Results: very similar results to previous years. Conflicts, issues pretty similar.
 - Any shift in craft types? Not able to capture well because of the design. Nancy (MN DNR) has been tracking through the boat registrations themselves. An on site survey – better able to record. New boats larger than what facilities were designed for.
 - If paddle boats not registered (shorter craft not required).
 - Any thoughts of using cameras at launch sites. Do have some AIS remote sensing info – cameras and they were not in places needed.
- History of UMRCC creel is that at one time it only focused on fisheries and if user wasn't fishing, no further questions were asked. However in the 1970's it expanded to also include some general rec questions and also included hunter bag check questions. Therefore it became known as the UMRCC Rec Survey.
- Sara summary of St Mary's Boating Survey (2007 last survey)
 - Also summarizing FWS visitor data survey to determine.
 - We need to get our questions together
 - River Resource Forum working on Rec surveys
 - St Mary Study – aerial
 - Tally boat use and beach use and pressure
 - Shallow drive boats (air boats) not distinguished
 - Conclusion slide. Only surveyed main channel. Susceptible to bad weather.
 - If we needed baseline on types of boats and stewardship awareness – we don't have that yet
 - Wisc – large increase in first time buyers
 - Local ambassadors are a great communications pathway
 - Include expenditures, willingness to pay
- Rebekah
 - context of what questions they already have
 - Plan is to make a larger study. Those designing it from lens of fish tech.
 - Goal list, also has a list of objectives

- Online and in-person survey, combo or just one method
- Can only ask 5 questions in person
- Brainstorm ideas
- Next steps what's needed from OREIT
 - Interested in being part of smaller conversation
 - Send any ideas to Rebekah
 - Rebekah will share the spreadsheet of

Collaborations with UMRBA (15 min) (Neal)

Discussion and Next steps on:

- Including stakeholders in underserved communities – sharing strategies
 - Did not have much time to discuss. Neal brought it up during his presentation
 - Topic for March meeting discussion?

Mississippi River Parkway Commission and UMRCC/OREIT (5 min)

- Presentation slides attached
- Two levels –each state has a commission, commission members part of 10 state group that has technical committees
- Gina, Jared and Sara are involved in their Miss. River Parkway Commissions as technical advisors or members.
- Newly designated as an “All American Road”
- Group has some overlapping aims – helping people get to know the river. The six intrinsic qualities of the road align with OREIT concerns: scenic, archaeological, cultural, historic, natural, recreational
- Wisconsin is starting a pollinator project that they hope will expand to a ten state effort – importance of the Mississippi River as monarch migration corridor.
- Ideas for next steps
 - Subgroup of OREIT to discuss further?
 - Introduce UMRCC OREIT to state MRPCs to initiate discussion in their next meeting?
 - Send an introductory email or letter?
 - Other?
- Action Step:
 - Follow-up conversation with those interested
 - Janine interested, Sara, Jared?
 - Check out websites to learn more:
 - [About the Great River Road - Great River Road of Minnesota \(mnmississippiriver.com\)](http://mnmississippiriver.com)
 - [Home - Wisconsin Great River Road \(wigrr.com\)](http://wigrr.com)
 - [Iowa's Great River Road: Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa](http://iowatourism.com)

- [Welcome to MRPC Members - MRPC Members](#)

Lightning Round: Two minutes/One slide per participant. (45) 10:45-11:15

- See attached slides

Here's Janine's [Project Wet video link](#).

Additional updates

Jeff – Working on Bathymetry maps of the river with local place names that he can use on the river.

Brenda – commented on USACE master plans. Noted in plans – a vision of establishing canoe and kayak trails throughout the district.

THE CHAT

[8:53 AM] Sara Strassman WDNR (Guest)

<https://www.sleepinggiantstudios.com/> for website vendor if needed

[8:53 AM] Sara Strassman WDNR (Guest)

<http://kristinmitchelldesign.com/> for design services, if needed

[8:56 AM] Newberry, Gretchen N (Guest)

When we get to the homestretch, I can offer to work with the vendor on how to make it ADA compliant with 508 compliance standards.

[8:57 AM] Bailey Anderegg (Guest)

Perhaps some of the local conservation nonprofits that work along the river.

[8:58 AM] Sara Strassman WDNR (Guest)

we could request putting a short article (1/2 page or page) in the Mississippi River Parkway Commission Visitor's Guide

[8:58 AM] Keuler, Heidi (Guest)

I used to have a list of all the SWCD/LCD members, but we (Fishers & Farmers) can reach out to NRCS for an updated list? It may take some time though.

(1 liked)

[8:59 AM] Sara Strassman WDNR (Guest)

Should a small group put together an introductory paragraph for the document?

[9:03 AM] Brenda Kelly (Guest)

Another good distribution idea!

[9:15 AM] Bailey Anderegg (Guest)

Typically a lot of schools ask teachers to submit their field trip requests the prior semester.

(2 liked)

[9:25 AM] Jeff Janvrin (Guest)

CESA - Cooperative Educational Service Agency

[9:27 AM] Sara Strassman WDNR (Guest)

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>

(1 liked)

[9:29 AM] Kohn, Janine (DNR)

perhaps all states list of training opportunities pertaining to salt...great topic for website...maybe a training calendar, cant remember if it is already

[9:35 AM] Bailey Anderegg (Guest)

I actually love doing press releases. : 'D

[9:36 AM] Kohn, Janine (DNR)

maybe a request form is set up?

[9:36 AM] Sara Strassman WDNR (Guest)

Let's write a work plan as an acrostic poem

[9:37 AM] Kohn, Janine (DNR)

i like you sara

[9:47 AM] Bailey Anderegg (Guest)

Just interested to see the final report

[9:52 AM] Anderson, Rebekah (Guest)

Thanks Darin!

[9:53 AM] Newman, Darin (DNR)

Thanks all, I can pass on the report with Janine when it's ready. We'll be very interested in seeing the results of your project too!

[9:53 AM] Brenda Kelly (Guest)

Thank you!

[9:53 AM] Keuler, Heidi (Guest)

Thanks Darin

[9:59 AM] Jeff Janvrin (Guest)

History of UMRCC creel is that at one time it only focused on fisheries and if user wasn't fishing, no further questions were asked. However in the 1970's it expanded to also include some general rec questions and also included hunter bag check questions. Therefore it became known as the UMRCC Rec Survey.

(1 liked)

[10:01 AM] Jeff Janvrin (Guest)

Sorry folks, I need to step away for another meeting. Will rejoin later.

[10:10 AM] Bonsignore, Gina (DNR)

Women of La Crosse fish!!

[10:11 AM] Keuler, Heidi (Guest)

Yes!!

[10:11 AM] Keuler, Heidi (Guest)

I see it when I'm out there too!

[10:13 AM] Kohn, Janine (DNR)being the president of a 2,000 member angling group for 3 years....very typical...i was an exception...i was on a push to reach out to more women...it is actually one of the top recreation choices of women in past few years (fly fishing that is)

(1 liked)

[10:15 AM] Kohn, Janine (DNR)

great info...thank you!

[11:05 AM] Bailey Anderegg (Guest)

USACE is just starting the process of doing a virtual Jr. Ranger app at specific sites...

(1 liked)

[11:07 AM] Sara Strassman WDNR (Guest)

loving those junior ranger programs! my kids think they are great!

[11:08 AM] Bailey Anderegg (Guest)

I'd like to hear more about it and how to incorporate some of the USACE stuff we've already got in the works.

[11:08 AM] Brenda Kelly (Guest)

Sara I would like to stay informed as well. I think there is a tie between OREIT and wildlife and how that might related to the commission.

[11:08 AM] Jackson, Neal D (Guest)

might need to leave out the booze bottles from the river rat images

[11:08 AM] Bailey Anderegg (Guest)

It's hard to get federal involvement, but just knowing what's going on and helping contribute could be helpful.

[11:09 AM] Bailey Anderegg (Guest)

Hah, redundant, whoops

[11:09 AM] Keuler, Heidi (Guest)

We do Prairie Strips/Pollinator projects with farmers

[11:09 AM] Newberry, Gretchen N (Guest)

There are USFWS grants for pollinator gardens

[11:10 AM] Bailey Anderegg (Guest)

Quite a few master gardener groups also may help with the pollinator education.

[11:36 AM] Sara Strassman WDNR (Guest)

RE Jeff map really fun to have all those local names, there are many stories embedded there

[11:40 AM] Bonsignore, Gina (DNR)

gina.bonsignore@comcast.net

[11:41 AM] Brenda Kelly (Guest)

Congrats in the next chapter!

(1 liked)

[11:42 AM] Bailey Anderegg (Guest)

Rangers/public land people don't retire. We just become volunteers.

[11:42 AM] Julian, Katherine A (Guest)