

# I. Pikes Peak Outdoor Recreation Alliance

II. Our mission is to strengthen the outdoor recreation industry for the Pikes Peak region

III. through leadership and collaboration.

IV. GROW | INSPIRE | STRENGTHEN | STEWARD | ADVOCATE

## V. *Council Meeting Agenda*

June 9, 2021 at 9:30-11:00 a.m.

*Meeting Notes Prepared by Jack Hebert (PPORA Intern)*

### **Present:**

Becky Leinweber (PPORA)  
Bob Falcone (Hiking Bob)  
David Adair (Medicine Wheel)  
David Leinweber (Angler's Covey)  
Dean Waits (Colorado Mtn. Club)  
Emma Mitchell (COS Chamber and EDC)  
Emma Troller (Palmer Land Conservancy)  
Jeff Mosher (City of Cripple Creek)  
Jennifer Peterson (RMFI)  
Karen Palus (COS Parks, Rec, and Cultural Services)  
Kurt Schroeder (COS Parks, Rec, and Cultural Services)  
Mark Reimler (CMTRA)  
Matt Clarke (El Pomar Foundation)  
Ron Ilgen (Pikes Peak Marathon Inc.)  
Samantha Gooch (US Forest Service, Pikes Peak District)  
Susan Davies (TOSC)  
Walt Hecox (El Pomar Foundation)  
Willie Kalaskie (National Wild Turkey Federation)

9:30 Welcome and Introductions of New People/Guests

- As we continue to meet throughout the summer, we will continue to have a virtual option.

9:35 PPORA Update/ Recap

- Authorized Office of the Outdoor Recreation Industry for CO.
  - More budget, credibility
- CO Outdoor Regional Partnership: We have submitted our application and will find out by the end of the month.
- Outdoor Retailer: PPORA is planning on having a booth at Outdoor Retailer.
  - Outdoor Retailer is thinking about moving out of CO. We are trying to fight to keep the retailer here.
  - One thing that all of you can do: complete the survey that asks why this event should stay in Denver.
- ACE Tour: PPORA will be taking part in this event and helping promote outdoor recreation in the Pikes Peak Region. This will be the first international event since Covid.
- Pikes Peak Apex: July 1<sup>st</sup>, the price will go up! Register now!
  - In 2022, we are thinking of adding a running component to the race.
- Outdoor Recreation Meeting: Senator Bennet
  - Group Discussion on the meeting. All thought it was beneficial.

9:40 RESPECT Campaign Rollout & Resource Toolkit

*Coordinated Messaging to Minimize Impacts this Season*

We'll share the campaign calendar with themed weeks, resources and access to the Toolkit, and needs from partners to amplify messaging and ensure a successful campaign.

- Campaign has been officially launched!
- We put together a toolkit for your use that includes all media assets you may need.  
<https://ppora.org/respect-campaign-resource-toolkit>
  - We still need help from you: Provide your resources and add them to our excel sheet!

- We still need people to be interviewed for our week themes. If any of you can or want to be available for interviews, let Becky know.
- We are putting together 30 second videos asking the leaders of our community what “*Respect Means to You*”. If you would like to be interviewed, let us know.
  - Once we have the video ready, please help us share by reposting to your social platforms.

#### 10:10 Roundtable Stakeholder Discussion

Come prepared to share 1–2-minute updates from your company/organization/agency regarding the following:

- Samantha Gooch (USFS):
  - Overall: Still at 25% capacity, beginning to authorize trail work in the forests,
  - Challenge: Covid has slowed down our hiring process, affected housing,
  - Opportunity: Thanks to PPORA for organizing land managers for Press Release on Recreating Responsibly, educating users.
- Karen Palus (CS City Parks):
  - Overall: things are starting to go back to normal, although park visitation numbers are going up. Staff have been dealing with this well.
  - Challenge: Managing that access and getting the appropriate staff to do so.
  - Opportunity: June 30<sup>th</sup>, Pikes Peak Visitor Center/COG ribbon cutting!
- Kurt Schroeder (CS City Parks):
  - Things are starting to go back to normal
  - Challenge: our neighborhood parks have been hard to manage. It has been hard accumulating enough staff.
- Mark Reimler (CMTRA):

- CMTRA is working with Micah on the APEX race.
- 2 Clean up days scheduled (June 19<sup>th</sup> and September 19<sup>th</sup>).
- Our club will be putting in an OHV grant for signs/trail maintenance.
- Susan Davies (TOSC)
  - Get Out Get Healthy campaign has started.
  - TOPS initiative is top priority right now.
- David Adair (Med. Wheel)
  - Med Wheel has established a headquarters, we are in the process of hiring a part time trail coordinator, we have partnered with others to build a pump track near Stratton Open Space, and we are working with others on a downhill only mountain bike trail on Pulpit Rock.
  - Needs: Crew leaders
- Jennifer Peterson (RMFI):
  - Our Devils Playground project has started (trail reconstruction), this season has been really productive so far. For the most part, we are back in action.
  - Challenges: limited to 25 people, still adhering to mask mandates.
- David Leinweber (Anglers Covey):
  - The fly-fishing industry has been really successful lately and a lot of users have used this time to get into the outdoors much more.
  - Challenges: Leisure travel has been a big boom, but business travel has not returned in the same way. Rental cars have also been a challenge (availability).
  - Opportunity: SOAR act might get passed: A lot of regulations/hurdles for guides and outfitters. This may help in this department.
- Emma Troller (Palmer Land Conservancy)

- Currently hiring for 2 positions right now.
- Starting a hybrid office model.
- Next week we will begin to kick off the Ring the Peak Work.
- Willie Kalaskie (NWTF):
  - NWTF Annual Banquet on 8/28.
  - 6/17 Commissioners Roundtable: Lots of bills!
- Dean Waits (CMC):
  - Things are starting to normalize again.
  - The club A frame is getting repaired. Partnering with the Forest Service.
  - Classes are taking a hybrid approach to learning.
- Becky Leinweber (PPORA):
  - RIMS Training is next week. Please encourage your volunteers/staff to partake in this webinar.

11:00 Adjourn

*Next Meeting: Hybrid – In-person and Via Zoom - Wednesday, July 14<sup>th</sup>, 9:30-11:00 AM  
(\*9:15 to network - optional)*