STATE OF NEVADA
Department of Conservation & Natural Resources
Joe Lombardo, *Governor*
James A. Settelmeyer, *Director*
Denise K. Beronio, Administrator

AGENDA -- MEETING OF THE ADVISORY BOARD ON OUTDOOR RECREATION

Date and Time: Thursday, April 4th, 2024,

10 AM – 12PM

*** This meeting will be held in person with a virtual option. ***

1. **CALL TO ORDER –** Stavros Anthony, Chair at 10:00 am

2. **ROLL CALL OF THE ADVISORY BOARD MEMBERS**

ADVISORY BOARD MEMBER	Representation
Lieutenant Governor Stavros Anthony, Chair	Office of Lieutenant Governor
Amy Berry, Vice Chair	Conservation
Mauricia Baca	Education
Bob Potts for Tom Burns	Governor's Office of Economic Development
Alan Jenne	Nevada Department of Wildlife
Vacant	Nevada Indian Commission
Robert Mergell	Nevada Division of State Parks
Dr. Andrew Pasternak	Public Health
Brenda Scolari	Nevada Department of Tourism and Cultural Affairs
James A. Settelmeyer	Nevada Department of Conservation and Natural Resources
Debra Strickland	Nevada Association of Counties
Chad Taylor	Outdoor Recreation Industry
Cheva Gabor – Non-voting Member	USDA – US Forest Service
Miles Gurtler – Non-voting Member	Dept. of the Interior – Bureau of Land Management

Present: Stavros Anthony, Bob Potts, Chad Stephens for James Settelmeyer, Debra Strickland, Chad Taylor, Mauricia Baca, Alan Jenne, Brenda Scolari
Online: Cheva Gabor, Andy Pasternak, Miles Gurtler
Absent: Bob Mergell, Amy Berry

3. **REVIEW AND APPROVAL OF FORMER ABOR MEETING MINUTES FROM OCTOBER 12, 2023:** Chair asks if there is a motion to approve the minutes. Strickland motions, Potts seconds. Motion carries unanimously and minutes are approved.

4. **PUBLIC COMMENT:**

   Public comment is limited to 3 minutes per person. The public may request that items be added to a future agenda. No action will be taken on any matter raised during the public comment period that is not already on the agenda. Persons making comment will be asked to begin by stating and spelling their name for the record.

   Forum restrictions and orderly business: The viewpoint of a speaker will not be restricted, but reasonable restrictions may be imposed upon the time, place, and manner of speech. Irrelevant

and unduly repetitious statements and personal attacks that antagonize or incite others are examples of public comments that may be reasonably limited.

No public comment.

5. **REVIEW AND APPROVAL OF AGENDA *<u>FOR POSSIBLE ACTION</u>*–** *Stavros Anthony, Chair*

No questions or comments. Baca motions, Taylor seconds. Motion carries unanimously.

6. **ADVISORY BOARD WELCOME, INTRODUCTIONS, AND COMMENTS FROM CHAIR *<u>FOR DISCUSSION</u> –** *Stavros Anthony, Chair*

- Thanks to ABOR, NDOR, and Springs Preserve.
- Discussion on activities following the meeting.
- Anthony recently did a Silver Trails tour through Southern Nevada in Pahrump, Tonopah and more. He talked with farmers and ranchers about supporting them with tourism and outdoor recreation opportunities. He visited the Livestock Center, Truckee River, and Sky Tavern Ski Area. He is working with the Governor to increase the public lands available for recreation. He is speaking at the National Outdoor Recreation Conference next month.
- Mauricia Baca: Ash Meadows National Wildlife Refuge is having their 40-year anniversary.
- Introduction of new board member, Debra Stickland of Nevada Association of Counties.

7. **DIVISION UPDATES *<u>FOR DISCUSSION</u>*–** Denise Beronio (Administrator), Elisabeth Jonhson (Deputy Administrator), Kendal Scott (Outdoor Education Lead), Jasmina Sekanovich (GIS Mapping Analyst), Chelsea Kincheloe (Program Officer & Comms Lead): Provide updates regarding division activities, partnerships, opportunities, challenges, initiatives, collaborations, relevant public lands updates, state legislative updates, accomplishments, as well as ongoing and upcoming projects.

- Denise Beronio: Applied for earmark funding through Rosen and Cortez-Masto office for UNR degree paths in outdoor recreation. We are providing asset management for land managers through Trail Finder. NDOR has served on several grant committees. Completed RFP for economic impact study. The committee for that process is reviewing applications now. In 6-8 weeks, we should have a decision. It will take 8-10 months for the study to be completed after that. We are adding a component of that to the Statewide Comprehensive Outdoor Recreation Plan. NDOR is temporarily running the OHV program. We are working with partners on a strategic plan for the Tahoe Meadows user area. A consultant for that plan is being hired with EDA funds from Travel Nevada. Participated in a meeting to extend activities on Lake Mead. Attended the ribbon cutting for Ice Age Fossil State Park. We continue our partnership with Nevada Shared Stewardship. We drafted some BDR's which include permanent annual funding for the NORI grant, grant funding for program maintenance and infrastructure funding for trails, funding for public schools to build green schoolyards, permanent statutory transfer of OHV program to NDOR. New BEA numbers: $1 trillion industry in the US.

- Elisabeth Johnson: NORI grant was very competitive; we saw a great need. We have completed two rounds of reimbursement ($148,000). Two of twelve projects have been closed out, White Pine County Main Street and Sky Tavern. Boulder City is doing lighting retrofit for dark sky friendliness, they have started to replace lights. Elisabeth is overseeing the OHV program right now. We are working to fill that position

following a position restructure. We are requesting two staff instead of one.

- Kenda Scottl: NOER grant recipients, there were a couple adjustment to awards. Projects have started. We are updating the NAC for NOER. The AB164 Outdoor Education Advisory Working Group has met twice, plus once in subcommittees.

- Chelsea Kincheloe (by Elisabeth): Kickstarting communications aspect of the division with newsletters, social media, etc. She will be running the Dark Skies Program (SB52). We are updating the NAC for the program so that IDA certification is not required, and it becomes more accessible to Nevada communities. Dark Sky license plate was just launched by Friends of Nevada Wilderness. Nonmotorized trail support.

- Jasmina Sekanovich: Joined last December as our GIS Analyst, but we have been working on Nevada Trail Finder together for two years. Trail Finder has 260 postings of recreation areas, 80-100 visitors to our site each day without marketing. We are looking to do marketing this year with rack cards and business cards. Community GIS hosts the website and we have secured a contract with them. There are 90,00 miles of roads, washes, and trails on the website. Next two years: completion badges for various experiences; trail site services (amenities in the area). Jasmina is working on community mapping projects like the Sweetwater Range maps, Truckee Meadows Trails, City of Ely, and more.

  Bob Potts: Are you building these things in the budget? You are better off doing this through the legislative process. Are you using other states as a benchmark for budget asks? Can we connect communications teams across departments?

  Denise Beronio: Yes, we know how valuable these are and are working and preparing for that. We need funding to stay competitive as a State. We have been conservative in ask to better chances of permanent funding.

  Elisabeth Johnson: DCNR has a new comms team. Across departments there will be a regular collaboration with some departments (DCNR, NDOW, Travel Nevada).

  Cheva Gabor: Shared Stewardship does coordinate on outdoor recreation messaging as well. Randy Keyes and Cheva will be presenting at the June meeting with a Friday field trip on the Mt Rose Scenic Byway.

  Mauricia Baca: Glad that Dark Skies NAC is being adjusted. Will license plate funding support the program? Happy that the microgrant amount is being adjusted for the NOER grant.

  Elisabeth Johnson: Friends of Nevada Wilderness will be deciding what happens with dark skies license plate funding. There is a quota to meet to keep the license plate. It is a wait and see right now. There may be collaboration on that in the future.

8. **PRESENTATION FROM Michelle Larime with Regional Transportation Commission of Southern Nevada.** RTC is a regional entity that oversees public transportation, traffic management, roadway design and construction funding, transportation planning and regional planning efforts known as Southern Nevada Strong. RTC received a $75,000 NORI grant from NDOR to conduct a gap analysis to review resident access to parks and identify priority areas of inequitable access for future transportation investments.

Michelle Larime: Thanks for NORI grant funding. RTC is the transit provider; they do a bike share service, traffic manager and safety, roadway project funding, metro planning organization. They select projects for federal funding. The Regional Transportation plan is being updated now. The goal is aligning transportation and land use needs. New policy and planning funds will broaden their role. Regional planning is increasingly important with expected growth of over 800,000 people by 2050. This brings challenges. Southern Nevada Strong Regional Plan is a vision for this future. It includes 300 strategies. Regional Open Space and Trails Work Group (ROST) is a part of this and works to increase access to recreation and improve quality of life. Planning and building out a regional trails system, one connected trail around the valley. This is a priority project. Much of the trail has been completed. There is a SW gap, but they are working on that gap now. Much of the trail is now urban but provides access to open space. Neon to Nature was developed to brand the trails system. The map is available online, printed, and via an app. There is a ROST strategic planning process happening, with completion in June. One project was a need for infrastructure gaps for increasing access to open space and trails. In 2017 they identified gaps in park access. NORI funding builds on this work. They are reevaluating nature access in terms of priority park access areas. It is not exclusive to local parks but includes federal and state lands. It includes transportation access to these lands. They should have a contractor on board in the next month.

Debra Strickland: Would love for RTC to reach out and collaborate with Nye County.

Michelle: There is a goal of reaching out to more partners.

Bob Potts: Is there collaboration on GIS needs with NDOR?

Jasmina: I use Clark County Gizmo for data.

Michelle: I will reach out so we can share data.

9. **PRESENTATION FROM a Springs Preserve staff member.** A Springs Preserve staff member will share the conservation and collaborations efforts between Springs Preserve and various divisions and programs within DCNR.

   Andy Bollanger: We host 15,000 students for field trips which are free to public schools and non-profits. We do teacher training and virtual learning programs. The Youth Conservation Council involves students from high school to learn about water, energy, natural resource issues and participate in annual Earth Day events, running activities. There are five major community events annually. Conserve Nevada funding has been pivotal in developing the preserve. They are redoing the OriGen Museum exhibit to teach about the Colorado River with Conserve Nevada bond money. Thire next ask will fund actual construction. It would open Fall 2028.

10. **PRESENTATION FROM Travel Nevada:** Brenda Scolari, Director of Nevada Tourism & Cultural Affairs will give a presentation about their new campaign “Get A Little Out There”.

    Their first campaign since COVID. They annually gauge their impact on audiences in perception of Nevada and tourism. Overview of brand insights. They position Nevada as “outdoor recreation plus”. We are working to position Nevada as an exciting destination with Las Vegas and the possibility for exploration. Get A Little Out There is the call-to-action campaign. We want people to push beyond their comfort zone and do road trips and get into the rural communities. The website has been updated for the new brand. Paid social is a spot where they excel. They are working to connect with sports audiences as Nevada is a sports capital now. Nevada Day was the kickoff. Production filmed over 9 days throughout the state. There is a diversity of people and activities.

11. **PRESENTATION FROM Boulder City Chamber of Commerce:** Jill Lagan will give a brief update on the Boulder City Adventure Center.

    Jill Lagan: Commissioner with Travel Nevada in Boulder City. Travel Nevada's Adventure Centers in Carson City and Boulder City will be a one stop shop for all things outdoor recreation. It is a window for 16 vendors to do sales to guests. It will be on 5.5 acres. There is a transportation partner for transportation from the Las Vegas Strip to Boulder City to streamline transportation for operators. There may also be solar charging stations. There is a lot of interest from operators.

    Brenda Scolari: Schedules for Carson City and Boulder City are concurrent now for opening. We are the only states beta testing this for now.

    Mauricia Baca: Congratulations to Boulder City and Travel Nevada. Can Trail Finder be co-branded with Travel Nevada's campaign?

    Brenda Scolari: We use Trail Finder, and we will work with NDOR for programming and marketing.

12. **CALL FOR AGENDA ITEMS AND DATE FOR NEXT MEETING(S) *<u>FOR DISCUSSION</u>*–** *Stavros Anthony, Chair* – Advisory Board Members may at this time recommend agenda items, dates, and locations to the chair for the next meeting. No deliberation or action will be taken on any information presented until the matter itself has been specifically included on the agenda as an item upon which action may be taken.

    None. Let us know if there are topics that come up.

13. **PUBLIC COMMENT:**

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    No public comment.

14. **ADJOURNMENT *<u>FOR POSSIBLE ACTION</u>*:** *Stavros Anthony, Chair*

    Anthony adjourned at 12:00pm.

    NOTICE: Items on this agenda may be taken in a different order than listed, combined for consideration, or removed from the agenda at the discretion of the Chair.

    Notice of this meeting was also posted on site at the Nevada State Library and Archives at 100 N. Stewart St., Carson City, NV 89701, The Bryan Building, Department of Conservation and Natural Resources, 901 S. Stewart St., Lobby, Carson City, NV 89701, and the Grant Sawyer State Office Building, 555 E. Washington Ave, #4400, Las Vegas, NV 89101. The Agenda is also posted at the

Nevada Department of Conservation and Natural Resources Website at: http://dcnr.nv.gov/ and https://notice.nv.gov/

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Please contact Denise Beronio at: 901 South Stewart Street, Suite 1003, Carson City,Nevada 89701; dberonio@ndor.nv.gov; or 775-684-2716 to obtain support material for the agenda. Materials will also be posted on the DCNR website.