

**Working Agenda**

Community Workshop Meeting

WORKING AGENDA

West Point, KY

Thursday, July 29, 2021

4:00-6:00 PM

*(Customize this Working Agenda and change all areas highlighted in yellow.)*

**ORRT Team Lead:**

**RTR Town Contact:**

4:00 – 4:10 Welcome

4:10 – 4:25 Big Picture and 2 online tools

4:25 – 5:15 Tell us about your town - SWOT

5:15 –5:30 What we learned - DTR and site visit

5:30 – 5:50 Brainstorming

5:50 – 6:00 Questions, Wrap Up, Next Steps

Join the Zoom Meeting on the following link:  
Zoom Meeting Link  
  
Meeting ID: Number  
Passcode: Number

## 3:30 – 4:00

Enter Meeting

Test video and sound, check in with presenters– **David, Brewster, Russ, Andrea, Derek, Michael**

And platforms – **sound, video, ZOOM, Mural, sharing, in person and virtual.**

PLEASE RECORD and tell them

Begin POWERPOINT

## 4:00 – 4:10 Welcome

**Slide 1 David** Welcome to West Point, KY River Town Review – we are excited to engage with your community over the next two hours, etc…..

Introduce **Annette Baker** for a welcome to West Point and how they are looking forward to this opportunity to see Outdoor Rec in a new light.

**Slide 2** Then back to **David**

for thanks for having us and HOUSEKEEPING

* Here is our agenda – we hope to capture a lot of information through this interactive process…..
* We are recording and will capture the interactive feedback and the chat.
* Speaking of the chat- for those of you unfamiliar with zoom…

**Slide 3** chat instructions, mute yourself when not speaking, camera on if possible

* Go to the chat and Please enter your name, email and organization in the chat.
* Also, **DAVID** **verbal visual Introductions** of people as called out by David quickly and 1 thing you like about West Point.

## 4:10 – 4:25 Slide 4 Ohio River Recreation Trail Big Picture Brewster

* introduce yourselves as co-chairs
* Give quick big picture. Introduction of ORRT team – Brewster

Ohio River – important Resource

Ohio River Recreation Trail - ORRT – briefest of history and what it is.

**Brewster** introduce Recreation, Trails, Conservation Assistance Program, Andrea

**Slide 5 Andrea Irland** Rivers, Trails and Conservation Assistance Program -RTCA – Andrea, Russ, Helen, Michael RTCA overview and River Town Review process

\*\*\*\*\*Fresh eyes - Application, Selection, Information sent by town, Desktop Review, Visitor Assessment, Tour with town hosts, community meeting – which is where we are now

**Slide 6** Lewis & Clark National Historic Trail – another **NPS** layer

Introduce Derek and one of two on-line tools that are important to the ORRT and beneficial to their community. **Derek Schimmel** **(10 minutes** ) Lewis & Clark National Historic Trail Experience <https://lewisandclark.travel/> Geotourism Site and sustainable tourism They will be receiving more information as a follow up

**Slide 7 and 8** Introduction of Trail Experience site and How you can be included?

**Derek Share screen to play video**

**Brewster or David does Slide 9 (location on website)** - ORRT Digital Guide Focus on how to use it <https://www.ohioriverrecreationtrail.org/digital-guide> and

**Slide 10 digital guide shot of West Point on the river and a good transition to Russ into the aerial photos**

**Slide 11 – 13 I**ntroduce **Russ Clark** with more aerial photos and relative access points

**Slide 14 and 15 Russ** talks about **John Muir Trail**

## 4:25 – 5:15-Tell us about your town (SWOT) - Russell Clark

## Slide 16 Russ does overview of SWOT – adding the focus of outdoor recreation and the river and the town as a river recreation resource

## 

We want to capture your thoughts on these areas and to do that I’d like to introduce **Michael Schilling** who will guide us through the use of a new tool.

**Slide 17** Mural Tool Slide and Michaels prompt in chat

**Slide 18** Then Russ talks them through the SWOT utilizing the graphic above and after all are done poll each topic to get prioritization for going forward

Strengths (Internal origin)

Weaknesses (Internal origin)

Opportunities (External origin)

Threats (External origin)

**Excellent work** – these answers will be helpful in our recommendations

**Russ** Transition to David to talk about what we learned so far during Desk top review and site visit

## 5:15 – 5:30

## David RTR Desk Top Review and Site visit summaries Slide 19? Show slides of pictures Slide 20 – 23 as you talk

* Overview of Desk Top Review, Visitor Assessment)- Summarize some good and some challenges. Pictures? Give audience a chance to react/ask **questions?**

5:30 – 5:50 **Slide 24** Andrea picks it up from here referring to the SWOT results and the Desk Top Review and site visits talk about slide

Brainstorm some ideas for the communities to enhance outdoor recreation opportunities and promote tourism. *Incorporate the idea of restarting and reimagining tourism here?*

*The idea of sustainability will be explored throughout, but this could be a good place to touch upon CoVid related items*

* Given all that you have heard from the ORRT team, the tools available, the SWOT exercise and what you have heard from our brief overview. What are some ideas for the communities to enhance outdoor recreation opportunities and promote tourism.

We are going to take some time over the next 30 minutes to jot down your ideas. I will be providing some prompts to encourage your answers

Again we Would have done this with flip charts and post it notes in person, but we will again work with Mural. Once again please find Michaels prompt in the chat.

* *Again stress– outdoor recreation and the river*
* Brainstorming - Finding, Refining and Harvesting Ideas “all ideas are good ideas” Big or small ideas Some leading questions:

What are ideas you have to further engage your town with the

Ohio River,

the ORRT,

LCNHT and

Outdoor Recreation?

What are some Classic Trip Opportunities?

What are Connections outside town?

What about historical connections?

Cultural connections?

Programming ideas

Think short term.

And long term

Early Action Projects

How can ORRT be beneficial?

**Separate into long term and short term discuss and poll. VOTE? Prioritize**

**If time - Slide 25** In the chat – Put Prompt describe a perfect day for a visitor in your community what do they experience, what to do they do? Very important

And What other contacts could be valuable partners?? Who else should be at the table? Would get excited about these opportunities?

## 5:50 – 6:00- Questions, Wrap Up, Next Steps Slide 26

Questions??

ACTION ITEM: Will email results and the one pager

We invite YOU to look at your town with fresh eyes!

Note other ideas or opportunities that occur to you!

Share with others

We will provide an opportunity for you to send more ideas

**I PROMISE**

**Slide 27** SWOT results and the brainstorming list

Describe a perfect day for a visitor in your community

What other contacts could be valuable partners?

* Visit the two websites for L&CNHT and ORRT Digital Guide We will send information on how to sign up

Return homework to us by August 9

* Report Out – what to expect. We will package up all the materials and present it with our recommendations and resources.
* River Town Summit – it is our hope to gather all river towns that have taken part in RTR’s in one summit to share success, challenges, ideas and more information and value of the ORRT and the LCNHT. We’d like to do fall of 2021 – but we will see!

## Wrap up, Questions, Buffer time

## Slide 28 and 29

Any questions?

CAPTURE CHAT, turn off recording, Thank Everyone.

Additional notes