



## Heart of the Continent Partnership

*Working together to sustain and celebrate the lakes, forests and communities on the Ontario/Minnesota border*

# Minutes

## Heart of the Continent Partnership Quarterly Meeting

May 2-3, 2013  
Thunder Bay, ON

**Participants** (attended one or more the the sessions, Thur aft, Thur eve, Fri morning):

Linda Braun, Ministry of Northern Dev. and Mines; Maureen Brophy, Ontario Trillium Foundation; Clara Butikofer, Municipality of Neebing; John Cameron, Thunder Bay Tourism; Paul Danicic, Friends of the Boundary Waters Wilderness; Doug Franchot, Voyageurs National Park Assoc; Susan Gammon, Min. Northern Development and Mines; Shaun Hamilton, Trust for Public Land; Bret Hesla, HOCP; Lynda Horman, Ontario Parks; Frank Jewell, St. Louis County; Aaron Klemz, Friends of the Boundary Waters Wilderness; Karin McIntosh, Friends of Quetico; Paul Morralee, Lake Superior Discovery Place & Trowbridge Lighthouse Group; Denis Nagan, North Country Trail; Judy Ness, Superior National Forest; Paul Pepe, Tourism Thunder Bay; Lisa Radosevich-Craig, Superior National Forest; Ann Schwaller, Superior National Forest; Joe Scipioni, Polymet Mining; Ed Shields, Neebing Economic Development Commission; Sandy Skrien, Superior National Forest; Peggy Smith, Natural Resources Management, Lakehead University; Chris Stromberg, Quetico Provincial Park & Friends of QPP.

### Thursday, May 2<sup>nd</sup>

*Afternoon: General session, Evening Lecture*

**Welcome and Introductions; Frank Jewell**

**Northern Ontario Tourism Model; Paul Pepe, Tourism, Thunder Bay**

A look at Tourism Northern Ontario, how it is evolving and how it uses partnership building. Mission statement: Empowering Northern Ontario's thriving tourism industry! Not for profit organization, funded by Ministry of Tourism, Culture and Sport.

- Information available at: [Tourism.gov.on.ca](http://Tourism.gov.on.ca)
- 2013-14 budget allocation is approx. 4.46 million.
- Potential of additional 1.2 million in matched partnership funds.
- Development of key performance indicators
- 2013-14 plans focus on best bet experiential travel segments.
- Join the mailing list at [www.rto13.com](http://www.rto13.com)
- [www.notis.ca](http://www.notis.ca)
- [ppepe@thunderbay.ca](mailto:ppepe@thunderbay.ca)

### **HOCP Overview Powerpoint; Lisa Radosevich-Craig**

List presented a draft of a powerpoint introducing HOCP, which will be presented at a gathering of CERT later this month in Michigan. Community Engagement through Recreation and Tourism (CERT): Engaging with communities across a broad landscape, working collaboratively towards a common vision of sustainability. The Eastern Region is exploring an approach that encourages units to work with communities across a broad landscape toward a common vision of sustainability.

Lisa gathered feedback to improve this powerpoint draft, which eventually will serve as a good general intro ppt that all can use.

### **Friends of Trowbridge Lighthouse Group; Paul Morralee**

Paul presented a power point with wonderful photos and embedded video called “Seeing the Light,” describing his efforts to champion Lake Superior and preserve the string of lighthouses along the north shore.

FFI: <https://www.facebook.com/pages/Friends-of-Trowbridge-Lighthouse/198037950261732>

Email: [pmorralee@morvision.on.ca](mailto:pmorralee@morvision.on.ca)

### **Connecting Volunteers in the Heart of the Continent; Chris Stromberg and Ann Schwaller**

Chris and Ann provided an update on this new initiative to link volunteers with volunteer opportunities on and in support of public lands in the Heart of the Continent. Summer 2013 will serve as a pilot season:

**Webpage:** currently a webpage is in place listing a handful of opportunities.

<http://www.heartofthecontinent.org/get-involved/volunteer/> Also on the page is a [Volunteer Project Form](#) for download, if you have a project to post.

Other thoughts: Send email to HOCP listserv announcing/promoting this page.

Ask Partners to add link to this Volunteer webpage on their own websites

Limiting the number of listings, during the pilot year, will likely help it be more successful.

FFI: <http://www.heartofthecontinent.org/get-involved/volunteer/>

### **Evening: Public Lecture and Conversation: Greg Stroud, Parks Canada**

Greg gave an overview of the proposed National Marine Conservation Area, and the steps they're taking to become established. With some extraordinary slides and storytelling, Greg told about both the unique nature of the proposed NMCA, and also the thoughtful process of engaging with communities to build partnerships for mutual benefit.

**Friday, May 3, 2013**

*Morning General Session*

### **HOCP's Geotourism Initiative; Frank Jewell and Doug Franchot**

**Map & handout:** Frank circulated a new case statement with a newly created map, noting project boundaries. We are having conversations about the outer boundaries for this project with Nat Geo. There are other opportunities brought to our attention that are outside of the current boundaries we've identified.

**Committees Needed:** HOCP will convene two committees who will be working on this Geotourism Initiative:

- Design Team 12-15 people to make the project happen. We want a good representation across the boundaries. This group will make the project come to life. The HOCP steering committee will appoint this group.
- Geotourism Stewardship Council will be a larger group with many tasks. A place for folks to be supportive, provide additional assistance and to ensure continued energy to the project. The Design Team will recruit this group.
- The group also brainstormed ideas for the Design Team and Geotourism Stewardship Council members:

**Proforma Budget:** Doug circulated a proforma budget and gathered input to make it stronger, and what other funders to engage. We are getting a good response from groups regarding funding. We need to capture and document the significant in kind contributions that will be a part of this effort.

**Survey of other Geotourism Websites.** The group looked through several other sites in the Nat Geo family of geotourism sites, as a way to see what's possible, and prioritize our wish list for the types of info and navigation to include on our site.

Information about these websites can be found under:

[http://travel.nationalgeographic.com/travel/sustainable/about\\_geotourism.html](http://travel.nationalgeographic.com/travel/sustainable/about_geotourism.html)

**Next steps:**

- Will strive for half of the total budget committed by June 2013.
- Early June, 2013, sign contract with National Geo.
- Soon thereafter, the NG staff will come and do a training

**FFI:** Mary Somnis (mary.somnis@state.mn.us) and Doug Franchot (doug@franchotassociates.com)

### **HOCP Business**

- **New Steering Committee Member:** Joe Scipioni, PolyMet Mining, was recommended by the Steering Committee to be added as a new member of the steering committee. He was approved by consensus of the meeting participants, and is therefore now a member of the steering committee. Welcome Joe!, and thanks for agreeing to work with us in this way.
- **Thanks** to Paul Pepe, John Cameron and Lynda Horman for all their efforts to organize and host this meeting.
- **Next Quarterly Meeting**
  - October 3 and 4, 2013
  - Camp Menogyn on the Gunflint Trail