Welcome and Introductions: Frank Jewell,

Community Visioning on the Gunflint Trail. Bruce Kerfoot

Bruce described the 18 month effort to build an economic development plan for the county, gathering 22 diverse partners, hosting numerous community meetings and listening sessions to build a plan that unites the region, strengthens rather than replaces what groups are already doing (see attached handout, “Prosperity Priorities.”). This effort has brought together communities that have been somewhat fractured, and has intentionally focused on looking at positives and possibilities, not negatives. Together they identified common values that guide their work:

• Our activities do not degrade our natural resources.
• Our communities should retain authenticity and traditional character.
• We welcome a diversity of recreation opportunities and work to increase public access.
• Natural and cultural assets are a key part of growing our population and strengthening the economy.
• We take pride in our homes, businesses and public spaces.
• We embrace progress that is consistent with our vision of natural and cultural stewardship.
Conversation after Bruce’s comments included a hope that his group could write up what they’re doing, and the process they used to get there, so that other areas around the Heart of the Continent could follow a similar process.

**Volunteer Initiative Update:** Chris Stromberg, Bret Hesla
The “Connecting Volunteers to the Heart of the Continent” Initiative has just finished a small-scale pilot season that included three or four opportunities. HOCP partners are encouraged to consider linking their organization’s 2014 volunteer opportunities and events with [HOCP’s Volunteer webpage](#), as we work to build regional awareness and support for public lands through the sharing of volunteers across our boundaries. In the discussions, several organizations were suggested for cross-linking. A media release will precede the 2014 summer season. Thought: Can HOCP play a role in making border crossing issues easier for volunteers and orgs using them. See webpage to get involved.

**Geotourism Initiative Update:** Mary Somnis, Doug Franchot
Fundraising is well underway for this partnership with National Geographic to join their growing suite of interconnected worldwide geotourism sites. Our region’s approach to fundraising is unique among the other 17 Geotourism sites, in that we are building a diverse base of partner-funders, rather than one large, single funder. This collective approach will pay big dividends for our region, building a spirit of community and a foundation for other collaborations.

A design team has been convened and is meeting monthly. DT currently is building a Phase II plan (post launch) to ensure that once begun, this effort does not fade away but continues to effectively promote our region for geotourism. Once the contract is signed with Nat Geo (coming soon), a team from their DC offices will come to facilitate our region in the implementation using their established participatory process that will yield a Geotourism website and an ongoing Stewardship Council.

**Presentation: Creating the Chik-Wauk Museum.** Fred Smith and Sue Kerfoot. Sue and Fred told the story of the Gunflint Trail collaboration that led to this new treasure at the end of the Gunflint Trail. Through hundreds of conversations and personal visits, as well as dozens of events and gatherings, a core team of committed local residents took this idea of a museum from the dream stage through business planning to building public support to raising funds to tapping hundreds of volunteers. The result: a state of the art museum that is the pride of the Gunflint Trail, and leaves a more united community in its wake. On Friday, the meeting participants went to visit the museum. Sue gave a short talk and walk around.

**Conversation: What is HOCP?**
Frank Jewell asked for individuals to weigh in on the question: What do you tell others about HOCP? How do you explain HOCP to someone new? Several key themes that emerged:

- We’ve developed a **common language**
• A sense of value for small communities
• Moving toward a regional identity
• Parallel to “Black Hills” in building regional identity for “HOC”
• Working with other agencies
• Make people want to go visit new villages
• Opportunity to see different things
• Got me to new areas
• Share treasures
• Bi-cultural
• Bi-national
• Neutral forum
• Unique forum
• The glue binding us
• The whole, not the pieces
• Public lands
• We’re a part of something bigger
• Bringing people together
• More than any one project
• Don’t confuse HOCP with any one of it’s projects:
• More than economic development, though that is an important aspect
• BOTH natural environment and communities
• Widened my focus to all groups and all communities
• Sharing ideas for building our own communities
• Sharing success stories
• Find commonalities
• Use without abuse
• Challenge to move beyond economic development via tourism
• HOCP is like a summing amplifier, merging all the separate signals into a unified sound

Quotes:
“Every meeting adds value to everything else I’m doing in my day job.”
“I lead with explaining the Geotourism Initiative.”

Canadian Heritage River Designation
Pam Cain gave an update on efforts to expand the Heritage River designation in Canada to include a Northern Route as an addition to the already designated Boundary Waters-Voyageur Waterway. Letters of support are encouraged. See attached stakeholder support request. Contact Pam for full document: cahep@confederationc.on.ca

Refreshments
Thanks to John and Lisa Radosevich-Craig for contributing both the fantastic beer (John brewed) and wine on Thursday evening. Thanks also to Friends of the Boundary Waters for the evening snacks.

Next meeting:
Fort Frances/International Falls area
February 6 & 7, 2014

Our discussion generated several potential agenda topics for this meeting:

- IJC presentation (Kurt)
- First nations invite (Pam)
- Local Museums
- Recruit local chambers to help build participation
- Fun: curling or ice fishing
- Boise issue (perhaps Shawn Mason)
- Destination Voyageurs National Park
- Rainer congress team: share success
- Biomass: Brian, Lisa

Following our usual process, the steering committee and a local planning lead will arrive at an agenda. Please send other thoughts to the steering committee via Bret: hocop@heartofthecontinent.org.
Handouts

1. Prosperity Priorities (Bruce Kerfoot presentation)

2. Canadian Heritage River (Pam Cain update)
PROSPERITY PRIORITIES
NATURAL RESOURCES AND SENSE OF PLACE

Vision Statement

The Cook County Community recognizes that the health of our natural resources and cultural heritage are critical to the success of our communities, businesses and residents. The Cook County Community has integrated a balanced approach to conservation and development into all aspects of community and economic development. The Cook County Community welcomes and supports new businesses, residents and visitors that share this sense of stewardship.

Values

The following values guide our work:

- Our activities do not degrade our natural resources.
- Our communities should retain authenticity and traditional character.
- We welcome a diversity of recreation opportunities and work to increase public access.
- Natural and cultural assets are a key part of growing our population and strengthening the economy.
- We take pride in our homes, businesses and public spaces.
- We embrace progress that is consistent with our vision of natural and cultural stewardship.

Why is this a Priority?

The Cook County Community recognizes that the county’s advantages as a place to live, work and visit flow from high quality natural amenities and its culture. Nature- and culture-based economic development should create mutually beneficial relationships between conservation and growth that inherently protect the natural and cultural resources that such development depends upon.

Policies to protect natural assets and increase and diversify access to the outdoors can enhance efforts to grow tourism, attract new
residents and grow the Cook County brand. At the same time, investments in housing, broadband, commercial development sites and other forms of infrastructure are needed to support growth.

In attempting to preserve the qualities that attract residents and visitors the Cook County Community must guard against over-regulation that could slow desirable growth. The challenge of creating sustainable development is to maximize benefits while minimizing costs by developing planning and management approaches that are environmentally sound, economically viable, and fit our culture and values.

How to Get There

- Implement fair and consistent land use policies for conservation, recreation and development.
- Support diversification of recreational activities including non-motorized and motorized activities and handicap accessibility where reasonably feasible by establishing a system that allows different uses to coexist without degrading one another or the environment.
- Adopt economically feasible leading practices in land use, infrastructure provision, construction and site design to protect natural resources and sense of place.
PROSPERITY PRIORITIES
ENHANCE AND DIVERSIFY THE ECONOMY

Vision Statement

Cook County has a sustainable year-round economy where residents can lead economically successful lives. A strong tourism economy is complemented by a diverse mix of locally grown businesses and organizations that serve external markets and provide services to the county’s residents and visitors.

Cook County is a first class tourist destination. Tourism has expanded into a four-season, diversified economy that serves more needs than ever before, respects the environment and supports year-round employment opportunities.

Entrepreneurs attracted to the quality of life, and fostered by local economic development strategies, have created a vibrant mix of small businesses in the arts, light manufacturing, retail, services and professional enterprises.

Values

The following values guide our work:

- We embrace tourism as an economic cornerstone.
- We embrace entrepreneurship.
- Broadband is a significant opportunity to enhance and diversify our economy.
- Our natural resources, rural culture and quality of life can be used to help grow and diversify our economy.
- A healthy community relies on a diverse economy.
Why is this a Priority?

Tourism dominates Cook County’s economy. The county’s abundance of natural and cultural resources, established tourism businesses and recognized brand mean that tourism will continue to have a large impact on the local economy. A healthier tourist economy is necessary for a healthier overall economy and community. Investments to expand the duration of the tourist season and attract new customers are necessary to ease the seasonal drop-off in the economy, adapt to changing tourism demands, and enhance the economic position of employers and employees.

Investments in fiber-optic broadband and other infrastructure can be combined with engagement of entrepreneurs and small businesses to leverage the county's remarkable quality of life and natural amenities to create business opportunities, attract investment income and draw new people to the community.

Enhancement and diversification will create a resilient and vibrant local economy that can support more year round employment, diversify career opportunities and improve the economic conditions that will sustain families.

How to Get There

- Enhance tourism through capital investments, diversifying activities and services, expanding the season and attracting new customers.
- Develop the county’s tourism product by promoting investment in marketing, customer service and other supporting skills and training, quality initiatives, festivals, events and visitor attractions, and by providing advisory support and training for tourism businesses so collectively we have a reputation as a destination that exceeds the expectations of the tourist.
- Make public investments in entrepreneurship and local business development. Engage directly with entrepreneurs and growing small companies. Offer tools and solutions that are tailored to specific needs and consistent with our culture and values.
- Make public investments in infrastructure to leverage the county’s quality of life, culture and natural amenities to create new business opportunities.
- Use investments and policies to help fully realize broadband’s potential to improve existing businesses, expand markets, and create new business opportunities. Market the economic and social advantages of the county’s fiber to the premise system.
- Link the tourist economy with efforts to diversify the economy and grow new businesses.
- Continue to develop and collaboratively market a County brand that reflects its status as a first class tourism destination and a welcoming place for small businesses and entrepreneurs.

PROSPERITY PRIORITIES

LOCAL GOVERNMENT

Vision Statement

Local government provides strong, decisive and inspired leadership that is collaborative and leverages public and private resources in support of the county’s economic development activities. All parts of local government work to implement a shared vision for sustainable growth, a population of 6,500 year round residents, while maintaining our environmental and cultural values. Local government embraces a public role that is entrepreneurial to transform and solve difficult problems. Local government is committed to the success of families, small businesses and innovative community endeavors.

Values

The following values guide our work:

- Local government is part of the solution.
- County government connects the Cook County Community.
- The Cook County community embraces public entrepreneurship, creativity and innovation in local government.
Local government leads by example, helping to make things happen when and where others are not ready or able to move on their own.

Local government encourages development consistent with our values and goals.

Why is this a Priority?

Implementing Go Cook County’s economic development vision requires identifying, securing and strategically allocating limited resources. It will require balancing investments in basic infrastructure, housing, environmentally sound development, education and workforce training, multiple business sectors, and the creation of new programs and policies. Leadership by local government, especially county government, is critical to build and maintain strategic partnerships and set priorities across a broad spectrum of strategies and interests.

How to Get There

- A county administrator is needed to align and provide effective and efficient leadership of county services and regulations to support economic development.

- Go Cook County’s vision and strategic priorities are integrated into all local government functions.

- The Cook County/Grand Marais Economic Development Authority and Cook County Chamber of Commerce play active roles in implementing Go Cook County’s vision and strategic priorities.

- Local government and its authorities commit necessary resources and build partnerships with local, regional, state, and national agencies and organizations, leading and supporting where necessary.

- Local government works with the private sector to make critical and strategic investments and public policy decisions that support retention and development of new businesses and an expanded tax base while retaining the natural beauty, environmental integrity, and amenities we value.
- The provision of basic services and regulations are reviewed and amended periodically to reflect changing conditions and priorities. Service and regulation encourages development consistent with our values and goals.

- Land use decisions meet reasonable concerns about sustainability by combining leading practices for zoning, infrastructure provision, site design and other public policies.

- Economic development programs are periodically reviewed for consistency with Go Cook County’s vision and strategic priorities and effectiveness. Funding decisions are linked to strategic priorities.

**PROSPERITY PRIORITIES**

**Education and Talent Development**

**Vision Statement**

Cook County’s students and residents have the skills necessary to contribute to the local economy through careers and business enterprises that allow them to live successful lives in Cook County. Education, government, business and non-profits work closely to contribute to the long term success of the county’s economy by creating workforce training programs driven by the diverse needs of these sectors of the economy. Our schools and students are central to our prosperity.

**Values**

The following values guide our work:

- Education and training is a lifelong pursuit.

- Education and training is available to people of all ages and backgrounds.

- Training offers the opportunity for career advancement.

- The spirit of entrepreneurship is instilled in everyone.
All high school graduates have the necessary skills to enter the local workforce, complete advanced training or go on to earn a college degree.

Our schools are an asset that attract and retain young families and quality education professionals.

Workers and students have access to and knowledge of current technologies.

Why is this a Priority?

Economic prosperity and business growth require workers with the right skills and talent. Cook County’s challenges include a shrinking workforce and a mid-career (30 to 45 years old) population that lags behind the state average in education and skill achievement.

The county’s education and workforce training efforts need to be enhanced to provide residents of all ages and backgrounds with the skills necessary for gainful employment. These efforts should be primarily focused on the needs of local employers. Improving resident’s access to and skills with computer and internet technology must also be a priority so that economic opportunities can be expanded. Education and workforce training must provide the opportunity for career advancement.

A system that makes employees and businesses more productive and innovative will help raise the standard of living and attract and retain residents.

How to Get There

- Education, government, business and non-profits work together to develop, fund and promote workforce training tailored to the needs of local employers.
- Build partnerships with local, regional, state and national agencies and organizations.
- Make education and workforce training cost effective for businesses, students, and education providers.
- Leverage broadband technology to improve education and training.
Invest in the school system to offer curricula, extracurricular activities, and student support programs of the first tier.

Ensure that all students have the opportunity to succeed and contribute to the community.

PROSPERITY PRIORITIES

HOUSING

Vision Statement

Cook County has a diverse stock of safe, livable and affordable housing that helps sustain the economy, schools and community by meeting the needs of workers, families and the elderly.

Values

The following values guide our work:

- Housing needs to be available and affordable to all permanent residents, with special consideration given to the elderly and young people just entering the housing market, as well as those working in important service capacities.

- Seasonal student workers, visiting artists, and other temporary residents that warrant special consideration need to have livable, affordable housing options. Affordable housing needs to fit the character of the community.

- Affordable, safe and livable housing is a cornerstone of personal, family, and community stability.

Why is this a Priority?

Cook County’s popularity as a tourism, second home and retirement destination, and its limited supply of developable land combine to create a shortage of affordable housing. When the workforce and long-time residents are priced out of the housing market it becomes more difficult to build a vibrant economy, fill jobs, retain families, accommodate visitors and satisfy the needs of the community.
Cook County’s affordable housing challenges are daunting. The County’s median inflation adjusted home price increased 78 percent, from $107,000 to $240,000, between 2000 and 2010. (Cook County’s median home price is consistently amongst the five highest counties in the state and by far the highest among rural counties.) At the same time, population and economic growth stagnated.

Action by local government with stakeholders is necessary to lower barriers to affordable housing and home ownership for the following reasons:

- Lack of affordable, livable housing is a barrier to attracting and retaining young families and residents. This leads to population stagnation, declining school enrollment, increased job turnover, lower productivity, and increased business and social costs.
- Home ownership is many people's dream. Housing choices and opportunities are necessary to develop and maintain a strong, stable workforce and population.
- Communities need residents to attract and retain year-round businesses and services.

How to Get There

- Implement a variety of programs that address the needs of young people entering the workforce, families, seasonal workers and the elderly. This means having options for rentals, starter homes, retirement living and seasonal dwellings.
- Housing livability and safety need to be addressed along with affordable options.
- Affordability programs must address long-term ownership and operating costs.
- Creatively employ land use, infrastructure, construction, financing, redevelopment and legal tools to bring down the cost of housing and leverage private interest and investment.
- Support economic and workforce training strategies that increase economic opportunities to improve resident’s ability to afford quality housing.
- Ensure the character of the community is preserved in addressing affordable housing challenges.
- Study strategies used successfully by other rural recreation and tourism communities such as land trusts, down payment assistance and incentive zoning, to name a few.
Dear Stakeholder,

We have been actively pursuing a Canadian Heritage Rivers Initiative for the Northern Route Boundary Waters-Voyageur Waterway for the past five years and are now seeking your support to move the project forward.

Through this initiative we have presented to many interested stakeholders, hosted the David Thompson Brigades throughout the proposed waterway and presented the project to the Bi-National Canadian Heritage Rivers System (CHRS) Conference. A draft document has been submitted to the CHRS for review and we continue to compile information for the nomination.

We are appealing to you, as a stakeholder in this initiative, to write a letter of support for this project.

Please find attached a synopsis of the proposal and an example of a letter of support.

If you have any further questions, would like a presentation on the project or wish to have a copy of the complete draft please feel free to contact me.

Sincerely yours,

Pam Cain, Chair,
Steering Committee
807-964-2323
info@cahep.ca
The Boundary Waters ~ Voyageur Waterway Supplementary Heritage Designation Initiative

The Boundary Waters-Voyageur Waterway (BWVW) achieved its CHRS designation in 1996. The waterway extends from the western tip of Lake Superior to Lac La Croix in Quetico Provincial Park. The BWVW achieved its designation because it encompasses superlative natural heritage, cultural, and recreational values. For millennia, the BWVW served as one of the primary travel corridors connecting eastern and western North America. The archaeology and oral histories document long and extensive use of the BWVW as a trade route and as a fertile source of sustenance support sustained settlement by First Nations. The route also served as the primary conduit to the west by fur traders, explorers and European settlers; eventually the lands encompassing the route became the hub for the development of a diverse array of affluent communities. BWVV also manifests a geological history, which is billions of years old. This ancient and unique landscape includes innumerable mesas, cuetsas, waterfalls, irregular shaped lakes, gorges and canyons unrivalled in their beauty. Although frequented by people for thousands of years, much of the BWVW retains its pristine character and is considered a recreationist’s paradise by the many who visit the area each year.

The BWVW, however, is only one chapter in the story which connects eastern and western Canada. A more complete tale of that river-based heritage requires the supplementary nomination of the Northern Route: from the mouth of the Kaministiquia River at Lake Superior to Lake of the Woods. This historic waterway, with its many waterfalls, rapids and portages, weaves across the Canadian Shield to join the Great Lakes to the Prairies.

For the past decade, interest to extend the BWVW designation in order to include its northern counterpart has been gaining momentum. Community partners and stakeholder interests along the route have come.

Proposal

To formally include the “Northern Route” as an additional component to the Boundary Waters ~ Voyageur Waterway (BWVW) Canadian Heritage River Systems (CHRS) designation.

-Whereas, the 250 km long BWVW is presently designated as a Canadian Heritage River, amending the current designation to include the Northern Route will more fully and accurately represent the entire route’s historical significance in pre-contact First Nation’s culture, French and English exploration, the fur trade, Canadian politics and military matters, North western Ontario’s economics and international boundary negotiations;
-Whereas, the proposed CHRS area can be divided into the following two sections:
  I. The currently designated southern BWVW Canadian Heritage River;
  II. The northern route from Lake Superior to the terminus of the Rainy River at Lake of the Woods;
-Whereas, the currently designated BWVW and the Northern Route share the following key attributes: representations of pre-contact culture; early occupation and exploration by the French; a significant role in the fur trade from 1670 to 1821; and the role as a main conduit to and from western Canada. By amending the current designation, the CHRS will be acknowledging the importance of the waterway’s cultural heritage;
-Whereas, the Northern Route spans various biologically significant ecotypes including Prairie, Great Lakes/St. Lawrence and Boreal ecozones, which support the habitats of threatened and endangered plant and animal species, including the Lake Sturgeon (Acipenser fulvescens) and the
-Whereas, a large portion of the Northern Route is currently protected by the following provincial parks aiding in the management of its heritage values: Silver Falls, Kakabeka Falls, Quetico, Sable
Island, Sandpoint Island, Rainy Lake Islands Conservation Reserve and Goose Island Nature Reserve;
-Whereas several times in the past six decades both the BWVW and Northern have constituted all or part of the route followed by groups celebrating and re-enacting the history of cross-continental canoe travel in Canada. Typically, they proceeded with logistical support and media attention from the nearby communities. Some of the well-known of these events were the "Quetico Foundation Voyageurs (1954), the "Centennial Cross-Canada Canoe Race" (1967), the Quetico Park 75th Anniversary Heritage Canoe Trip (1984), the David Thompson Brigade (2008), and the Heart of the Continent Partnership (2009). Also, almost each summer one or more unaffiliated individual or small group paddles the route (s) and in so doing receives local attention, support, and reportage.
-Whereas, the inclusion of the nominated supplementary section will enhance recreational opportunities and facilitate a more diverse array of activities, such as canoeing, kayaking, motor boating, bird watching, hiking, cultural edification and fishing. In addition, the inclusion of the nominated Northern Route will allow enthusiasts to explore both routes, the nominated and designated, in a comprehensive loop;
  o Whereas, numerous initiatives and organizations have sought to highlight the area and its historical significance. These include: Fort William Historical Park, Quetico Provincial Park, Fort Frances Museum, Rainy Lake Conservancy, Voyageurs National Park and their voyageur themed interpretive centre, Path of the Voyageur, Trans-Canada Trail and Heart of the Continent;
-Whereas, the height of land where the Arctic and Atlantic watersheds diverge is a major feature of the Northern Route as a historic marker of achievement for those travelling west. Situated along Highways 11 and 17 are height of land rest stations which increase the heritage appreciation of the area to a high volume of travellers. The height of land found in the nominated supplementary section also complements the acknowledged height of land found along the BWVW;

Therefore, it is recommended by the Province of Ontario that, upon completion of a management strategy within three years of the acceptance of this supplementary nomination, the amended BWVW be designated to the Canadian Heritage Rivers System for the purpose of recognizing, protecting, celebrating, and conserving the river’s outstanding cultural, natural and recreational heritage values.
July 3, 2012

Dear Mr Boyle,

I have read the nomination report (July 2012 draft) to include the “Northern Route” as an additional component to the Boundary Waters ~ Voyageur Waterway (BWVV) Canadian Heritage River Systems (CHRS) designation. I am familiar with the nomination report through my contact with the “Heart of the Continent Partnership,” whose mission “to sustain and celebrate the health, beauty, diversity and productivity of the natural and cultural resources of the border lakes region through collaboration to meet the needs of present and future generations” the university supports.

I recognize both the natural and cultural significance of the “Northern Route,” and strongly support your efforts to have the nomination of the BWVV designation extended to include it. For their part in our collective natural and cultural heritage, the ecosystems in the border lakes region have not only a significance for all Canadians but also for the United States. My research includes collation of information on past activities on both sides of the border to investigate and manage the forests of the region; I can endorse your summary of the justification for the CHRS designation based on this extensive set of information that backs the designation. My own research also includes new investigation of the lake sturgeon populations of the Namakan River portion of the “Northern Route” that illustrates the significance of this species to the region's natural and cultural heritage. Please let me know if you need further information as you submit your application to the CHRS; allow me also to offer you my best wishes for its success!

Yours truly,

Brian McLaren
Associate Professor
Graduate Studies Coordinator