



Heart of the Continent Partnership

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



National Geographic Sustainable Geo-Tourism Program for the Heart of the Continent Partnership

Minnesota and Ontario

Orientation Meeting

**February 11 and 12, 2014
Duluth, Minnesota.**

Daytime Sessions: Law Enforcement Center, 2030 North Arlington Avenue
Evening Reception: Tycoons Alehouse, 132 East Superior Street

Workshop Goals

To inform partners about the National Geographic Geotourism Project - its goals, objectives and benefits for the Heart of the Continent region of Minnesota and Ontario.

To highlight the roles and expectations of stakeholders and determine next steps towards implementing the Heart of the Continent Geotourism Project.

Implementation planning for the Heart of the Continent Geotourism project

See next pages for details

Online Pre-Registration Required

Agenda

Note: All times Central Standard Time

Session 1: February 11, 2014 (Tuesday)

Law Enforcement Center, 2030 North Arlington Avenue, Duluth, MN

- 12:30 - 12:45 pm** Opening remarks, Welcome, and Introductions
- 12:45 - 2:00 pm** Overview of National Geographic – Sustainable Geotourism Program / Projects in Other Places / Concept and work plan overview for the Heart of the Continent / Q and A / *Jim Dion - National Geographic Maps Division*
- 2:00- 2:30 pm** *Planning Session #1* – Heart of the Continent Project Geographic Scope and Scale
- 2:30 - 4:30 pm** *Planning Session #2* – Telling the story of our place on the web – Identify title and tag line of our program. Identify the key narrative themes to inform the editorial process. Identify Domain Name
- 4:30 - 5:00 pm** *Planning Session #3* – Review Content Model

Evening Reception and Dinner: February 11, 2014 (Tuesday)

Historic Tycoons Alehouse. 132 East Superior Street, Duluth, MN 55802 (218) 623-1889

- 6:00 - 6:30 pm** Socializing and cash bar with appetizers compliments of Tycoons. Mayor Don Ness will give join us and give a very brief welcome to the city.
- 6:30 - 8:00 pm** Dinner We'll all sit down together, order, and pay separately.
- 8:00 pm** Optional Tour of this historic, renovated building which is the old city hall.

Session 2: February 12, 2014 (Wednesday)

Law Enforcement Center, 2030 North Arlington Avenue, Duluth, MN

- 9:00 – 10:00 am** *Planning Session #4 – Project Work Plan, Timeline and Milestones*
- 10:00 – 11:00 am** *Planning Session #5 – (Webinar) - The Geo-consensus Content Management System and Local Contributors – Rick Bullington, National Geographic Maps Division (from NGS Headquarters in Washington D.C. and / or John Frandsen from Old Town Creative.)*
- 11:00 – 11:15am** **Break**
- 11:15 – 12:30 pm** *Planning Session #5 – Project Launch, Public Outreach Process and Planning*
- 12:30 – 1:30pm** **Lunch** (Box lunch brought in, orders taken the morning of, approx. \$12/person, collected on site.)
- 1:30 – 2:30 pm** *Planning Session #6 – Overview of Roles, Responsibilities and Tasks for the Stewardship Council – Gathering and Editing Content Contributions*
- 2:30 – 3:00 pm** Review of the Planning Sessions / next steps / Q and A / Unfinished business / Closing Remarks

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Lodging

Day's Inn, 909 Cottonwood Avenue (Hwy 53 North & Hwy 194), Duluth, MN 55811) has extended us a group rate of \$49 per night.

Please book your own lodging before January 28th to take part in this group discount. 1-218-727-3110.

Meals

All meals are “pay for your own.” Tuesday evening and Wednesday lunch we will be all together; breakfast is on your own. Please register online and confirm that you'll be joining us for the two group meals.

Costs

There is no cost to attend the two-day training. The only costs are lodging and meals (see above).

Pre-Register Online - Required

Insert link here.

