

Meeting Notes HOCP Quarterly Meeting Fort Frances Ontario, Sunny Cove Camp , 25- 26 June, 2015

Attendees: Doug Franchot, Karen Warren-Severson, Lisa Radosевич-Craig, Chris Stromberg, Trevor Gibb, Travis Glowasky, Bob Hamilton, Sandy Skrien, Frank Jewell, Eric Johnson, Keith Hamilton, Mary Somnis, Tonia Kittelson, Linda Braun, Gord Knowles, Lynda Horman, Paul Danicic, Paul Pirie, Jessica Atatise, John Cameron, Katie Hannon, Pat Howard, Kiara Gannon, Susan Bourne

Welcome: Chief Sara, Koochiching First Nations, and Paul Pirie Ft Francis Chamber of Commerce

Introductions

Frank Jewell St. Louis County Commissioner and Chair of the Heat of the Continent Partnership- Duluth

Keith Hamilton – CEO – RRFN's Ec. Dev. Corp. First Nations

Ina Hamilton –

Pat Howard – Campfire Island – fishing camp

Lisa Radosivich Craig USFS

Doug Franchot – DVNP - VNPA

Paul Danicic – Friends of the BWCA

Chris Stromberg – Quetico PP, HOCP coordinator

Kiara Gannon- Quetico Foundation

Trevor Gibb – Superintendent -Quetico Provincial Park

Jessica Atatise ---- Student of Q foundation

Susan Bourne - Natural Heritage Education Quetico Provincial Park

Eric Johnson, several non-profits with Voyageurs national Park

Bob Hamilton – Fort Frances Chamber of Commerce - Little Beaver Cultural Center in Fort Frances

John Cameron – development officer of Thunder Bay – Tourism Thunder Bay

Tonia Kittelson- Friends of the BWCA

Katie Hannon – AECD - Atikokan

Linda Braun – Ministry Northern Development Mines - Atikokan

Travis Glowasky Studio Gibbous - Discover Borderland

Mary Sommnis – IRRRB

Linda Horman - Kakabeka Falls and LaVerandrye PP, Ontario Parks

Mary: Nat Geo

- Phase II of Geotourism project. Launched in March. Fundraising letters have been mailed on the US side.
- On CAN side John is organizing municipalities who funded the launch. Tourism Thunder Bay is lead. Working on partnership fund. Applied to that fund and accepted for up to \$7,500.
- City of TB contributing \$5,000 of \$7,500, remaining balance being solicited from other communities. Letters going out in July.
- US Side IRRRB matching community funding
- RFP's from ad agencies. Received 3
- Paying someone to manage social media
- Jan – May 7,700 session on the website. 6,000 + users of the website viewing 20,000 pages
- Biggest user group is <35, 54% male. US, CAN, Finland and Brazil
- Send out link on website
- Use the app, free and leave a review
- Continue to submit nominations for events, festivals and places etc. Click on *add places*, create account, choose category, add text, media (photos, video) contact information and mark on the map. If event, you need to add a date.
- Takes about 30-45 minutes to submit a nomination.
- If you cannot find your location
- Duluth and Thunder Bay need more nominations-a joint effort for all
- Social media coming as soon as the money is raised
- Lost Island Story – Paul Pirie – For years it was considered as one person described it “an upside down canoe with arrows through it from past wars. It was here when La Venardrye came through. Someone looked at it in the ‘50’s and saw the causeway bridge which resembles it. Possible example of vision the artist had of what will come to be. Drawing:



Break – 11:00 reconvene

Three things going on in the early days all around public lands and public lands management:

1. 100 anniversary of Quetico PP and Superior NF
2. Large landscape research around fire
3. Voyageurs National Park

Talked about the Canoe the Heart project.

- Public lands, public lands management focus
- Economic development started to become a focus with a sustainable thread
- Sister Sites formal agreement between Ontario Parks, National Park Service and US Forest Service
- Was always an interest in Science. To see what we could do to coordinate all the research done in the region. Clearing house was created on the HOCP website
- Also volunteerism on the different public lands has been a focus, needs more effort

- So with that background, “Where do we want to be?” It is about the bridges, relationships. Brainstorm.
- New Forest Service planner Poojah, is putting out monthly update about what’s happening, research review, put on presentations
- It will be five years since Congress, time to do again
- What happened to teams from Congress? Call the original team members for an update
- Keith: For my \$500 investment I expect to have a high value tourism return. Sees HOCP as a straight business piece, want to keep focus and initiative on building the Nat Geo Geotourism
- Doug: No one is considering diverting attention from Geotourism. Susan: science enhances the tourism aspect of it. Likely separate people that would be involved
- Chris: Crown Managers Forum. Google it. Separate entity that works on science
- Kiara: don’t underestimate the value and interest in the young local population to stay here
- Steve: Science conference/workshop
- Sandy: volunteer piece is now web driven. How do we get the volunteers and the people who support volunteers together.
- Gord: What if took the Fam Tour idea and brought students from area high schools around for some education. School in Duluth and School in Atikokan do a student exchange
- Eric: Volunteer tourism initiative, land managers need to be engaged to allow. Best thing HOCP does is its neutral forums. Bring in Law enforcement teams from each side of the border. Park rangers, conservation officers etc. who work on shared waters. Share their individual challenges
- Ensure local politicians understand the Nat Geo initiative
- Go back to funders of Nat Geo to show what their money has done.
- Emphasize the fact of the National Geographic relationship. Very powerful for the local business contacts
- Lynda: Science is cultural and archeological as well
- Pat: Have time for science group talk and tourism group talk

Notes from Science Section

- Lisa shared Pooja Kanmar’s monthly reader including science update of research on the Superior National Forest
- People and organizations can be added to the list
- Planning shop of three at the Superior
- Steve, VNP, has idea for a symposium, could be on water or on the east side
- Discussion on incorporating science abstract presentation symposium (one day talk about whatever it is they are working on) into HOCP quarterly meeting
- Could be a focused topic i.e. Mammals or general built around the geography i.e. Wildlife, forest ecology, climate
- 2 groups conspicuous in their absence is DNR and MNR so this sort of event could draw them into it.
- Ask for scientists in room to send in a couple of areas that they know would draw in a solid group
- SNF pretty sure they just found white nose syndrome on the forest for the first time
- Researchers get really specialized, some though want to get the broad spectrum
- Who will step forward? Steve from VNP.
- **Group Email:**
 - Steve Windels VNP
 - Anne Schwaller USFS cc
 - Poojah Kandar USFS
 - Trevour Gibb Quetico Park
 - Lawson Gerdes MN Biological Survey
 - Lisa RC re MN DNR Lori and/or Patty from DNR
 - Shannon Boehm Friends BWCA

- Tonia Kittelson Friends BWCA
 - Chris Stromberg HOCP cc
 - Brian Jackson QP Park Biologist
 - Rob Rempel, Center for Northern Forest Ecosystem Research
- **Paul, Lisa** collect emails and send to Steve at VNP
 - Water forum is currently at Rainy River Community College 100-150 people classrooms
 - Friends BWCA can offer PT staff person
 - Start design team, monthly calls etc.
 - Possibly overlap with Water Forum, have session to introduce HOCP
 - Possible business sponsorship of happy our or breakfast
 - Bob Hamilton: good ideas. Science has a direct tie to tourism Also understand water levels of the Rainy River system
 - Potential to invite Coe College Field station, U of M field station students and professors
- Mike Ward: Bioblitz – have a large event where people go out in the park and collect insects, document birds etc and give data to the park. The success revolves around that one weekend
 - Ontario Parks has new initiative – Healthy Parks Healthy People. A Bioblitz could fit into that
 - Moose on the Q100 website Mapped.
 - **Ask Poojah and Betsy** to connect on updating the HOCP One Science List
 - GLKN: Park Service scientific inventory clearinghouse
 - The more interesting thing to do than clearinghouse is to do what Poojah’s doing in an active newsletter featuring a few cool stuff happening collecting all the research happening on the different public lands
 - Invite Tim Cochrane and Grand Portages Cultural research
 - Create a way for U of M, Lakehead University and Vermillion College, Rainy River Community College, Confederation Community College TB & Ft Francis, U of M Morris Center for the Study of Small Towns
 - **Mike Ward** will contact Boise, **Lisa contact** Essentia Health re possible sponsorships
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Notes from Tourism session:

Anyone in the “heart” can link to traveltheheart.org. Get the logo from Chris Stromberg – has to be activated by your website person to be a hot link.

HOCP desires to link to the CA and US tourism organizations to draw international visitors.

Travel writers are coming; they can be used in more than one way.

Marketing contract includes social media launch.

Traveltheheart website switches to 2.0 in October – wait til that happens to recruit advertising on that site.

Have Fisher (and other co) come and talk to HOCP – get everybody on the same page. (Future meeting idea)

Facebook and other social media – how many times (per day/week/month) do we want to post?

Everybody in this group should go to traveltheheart.org and drill down to the local level to see what’s missing.

Invite missing businesses/events etc. to submit a nomination.

Duluth and Thunder Bay are places that are missing info.

Another way to increase nominations is to nominate a place under several categories (Manitou Mounds example – museum, store, hiking, skiing etc.).

There is also a way to nominate a “package tour”. HOCP doesn’t have any yet. Pat Howard has tried it but she couldn’t figure it out. John says that nomination has different questions and it takes time. Pat is still willing to be the first place to try but needs help (where can she get it?).

Chris will go through Jim Dion’s ppt that he used for the role out, take out any slides that are not relevant and will pick out key slides, compress the ppt and send or post for people to use when they talk to Chambers, outfitter meetings, etc.

Everyone in this small group should have a click on icon to add to their own website (see above).

We could go back to organizations that we talked to at the beginning before the launch, and show them the traveltheheart website – up and running – not ask for money now but inform them – we think this would result in a flurry of new nominations.

HOCP is trying to raise \$50,000 – 70,000 for social media launch.

MN side – there are 12 or so places to call, Frank needs to make some of those calls but others could make other calls.

HOCP needs to raise \$20,000 as quickly as possible so it can be matched by IRRRB. Frank is looking to Duluth to match what Thunder Bay is putting up. John and Gord have committed @ \$10,000-15,000.

Tourism and CVB's will get on board and support Nat Geo when they see it support/promote the region.

There is a sustainability plan. (not all the members of the small group were aware of this and asked a lot of questions).

The Metis Presentation.

Darryl Allen – past curator for FF museum gives us the story and history of The Metis

Book: The Orenda by Joseph Boyden

Friday afternoon at Kay Nah Chi Wah Nung Mounds

For all who were lucky enough to be able to take in the full tour of The Mounds it was indeed quite the treat. The guides were fantastic, knowledgeable, friendly and fun. Keith Hamilton and staff were the best of hosts and the grounds and facilities are truly memorable and I think we all away ready to recommend the visit to others.

Truly a special place.