

**Outdoor Recreation Advisory Council
Meeting Agenda**

March 14, 2019

Shanty Creek Resort
5780 Shanty Creek Road
Bellaire, MI 49615

8:00 a.m. Outdoor Recreation Advisory Council (ORAC)/NRC Marketing, Partnership, Youth and Outreach Advisory Committee

1. NRC and ORAC purpose, roles and opportunities to work together
 - a. NRC purpose, role and focus
 - b. ORAC background, recent activities and current priorities
 - c. Discussion
2. Discussion: outdoor recreation and the local economy
 - a. Informal presentation and conversation with Traverse Tourism and Bellaire Chamber of Commerce
3. Outdoor recreation marketing campaigns and programs
 - a. Pure Michigan/MEDC campaigns and programs that promote outdoor recreation; research on millennials and tourism
 - b. DNR programs and promotions to encourage outdoor recreation
 - c. Women in the outdoors video
 - d. Discussion: marketing and promotion
4. Final comments and wrap up

10:15 a.m. Outdoor Recreation Advisory Committee

1. Introductions and updates
2. Outdoor recreation and the local economy listening session and discussion with guests
 - a. Local outdoor recreation businesses discuss the value of the industry to local community and any requests for ORAC/DNR
3. Accords discussion
4. New business

12:15 p.m. Adjourn