

## DRAFT

Confluence Project – Small Group Meetings  
Friday, February 25, 2011  
Great River Road Visitor and Learning Center

### **Conference Planning Group Meeting**

Jim Shiely, Char Vick, Margaret Smith, Jim Mallman, Randy Thoreson, Emily Shively

Conference will be held at the Hastings Historic Courthouse (Hastings City Hall), Second Floor  
101 4<sup>th</sup> Street East, Hastings, MN 55033 651-480-2350

Room setup: circular tables; projector and screen; laptop; internet connection; place for refreshments?

- Jim M. will meet with Barry to review logistics and determine space capacity

Conference Registration: Friends of Freedom Park will take registrations by email to  
Samantha@freedomparkwi.com (\$25 conference fee due by 3/30)

Lunch: Will be provided by a local caterer (contact info?)

Jim M. marked the symposium list to indicate who should receive personal invites/phone calls

Others to invite (communities to include: Afton, Hastings, Prescott, Cottage Grove, River Falls):

- Small Business Owners (Contact local Chambers of Commerce for recommendations or member lists)
  - John Carlson may know who to call (Char will contact him)
  - Ask Barry about Hastings contacts
- State agency partners
- Federal agency partners
  - National Park Service: Randy, Chris Stein, others?
  - U.S. Fish and Wildlife Service - Jim Mallman will call the USFWS PR person
  - U.S. Army Corps of Engineers
- Local non-profit organizations
  - Carpenter Nature Center
  - GRRVLC
- Developers (Emily will call city planning offices for names of developers working in Confluence-area communities; may also contact Real Estate offices)
  - Cedar Corporation, Menomonie 800-472-7372; 715-235-9081  
<http://www.cedarcorp.com/> Charles Jones, PE, President
- Community and Civic Leaders (Kiwanis, Lions Club, Rotary)
- Elected officials
  - Rep. Denny McNamara
- Sportsmen's and other outdoor organizations
  - Trout Unlimited
  - Pheasants Forever
  - Ducks Unlimited

- Audubon Society: Don Arnosti, Policy Director (need email/phone)
- Sportsman's Alliance
- Outdoor retailers
  - Bass Pro
  - Gander Mtn.
  - REI
  - Mills Fleet Farm
  - Local stores:
- Hotel and hospitality industry
- Minnesota Tourism
- One "representative" from communities farther from the Confluence area:
  - Marine on St. Croix
  - Stillwater
  - Hudson
  - Dresser
  - Red Wing
  - Taylors Falls (Chris Stein might know who to contact)
  - St. Croix Falls
  - Someone from the Mississippi Valley Partners (?)
  - Someone from the St. Croix Scenic Byway (Chris Stein might know who)

Jim M. will be able to send the conference invitation to the Watchable Wildlife email list

Need to send a "Save the Date" email as soon as possible to symposium list (with brochure attached?)

Try to get targeted people to commit and register early

Margaret will maintain the list of invitees

The purpose of the workshop is to focus on travel tourism and how to get a larger share of the money spent on nature tourism into the local economy. The conference can lead to follow-up activities such as presentations to other local groups.

A conference goal is to establish small groups who can identify sites of interest and do site assessments (planning teams) – in order to develop local marketing materials

Jim M. is interested in the statistics (Margaret has?) for how much money people spend along the Great River Road

Conference Brochure Comments:

- Day will begin with registration at 8:30am – everything moves up ½ hour
- Lunch will be 45min instead of one hour
- Jim M. will combine two sessions: Providing a Positive Viewing Experience and Building Community Support: Why Promote Wildlife Tourism
- The afternoon break will occur when small groups form for breakout session
- Conference will conclude by 3:30pm

- Add partner logos to the outside of the conference brochure to add credibility and catch people’s attention
- List Confluence Project Partners in place of Confluence Mission on the brochure

Jim M. will make up a poster for display at the conference with partner logos

Differentiate between Confluence Project Partners and Conference Partners (sponsors) on brochure and poster?

**Map Planning Group Meeting**

Ian Muehlenhaus, Peter Mott, Jim Mallman, Jim Shiely, Char Vick, Margaret Smith, Randy Thoreson, Emily Shively

UWRF update: Zach has the base map largely completed along with information on several layers such as cemeteries, churches, schools, boat landings, water trails

The current extent of the map is a 10 mile radius from the confluence of the Mississippi River and St. Croix River (square). The base includes shaded relief (topography), political boundaries, water features, and parks. One issue with the map extent is the amount of information around Cottage Grove which makes it difficult to read in that area.

Jim M. presented examples of popular (and not so popular) birding maps as examples for the group

Group discussion of items to include on the Base Map and as Layers that can be turned on and off:

BASE	LAYER
Shaded relief (topography)	Boat launches
National Park Service boundary (MNRRA)	Marinas (indicate public or private access with different symbols or colors of the same symbol)
Large, land-based parks (as colored polygons) – including areas such as Afton State Park, Vermillion River Bottoms, Gore Wildlife Management Area	Water trails (possibly enable a link to the Miss. Rvr. Companion)
Major roads and roads leading to key features/assets (indicate which roads are scenic byways, Great River Road, etc.)	Land trails (existing)
Cities (Zach will work on how to show – point with name, light outline, light shaded polygon, etc.)	Land trails (proposed)
State boundary line (down the middle of the rivers)	Other trails: Snowmobile, ATV, Equestrian
Water features (lakes, rivers, perennial	(Seasonal layers? Winter Activities vs. Summer

streams)	Activities?)
	Wildlife Viewing Sites (maybe separate layers for type of wildlife or specific species similar to what Watchable Wildlife has on their website)
	Historic Sites (possibly separate layers for historic buildings, historic cemeteries)
	Heritage trails/ in-town history walk routes
	Architectural Features
	Art Features (galleries, studios, public art sites)
	Community Festivals
	Public Parking
	Fishing Piers

Reggie McCloud worked on the Mississippi River Companion and may be a good resource for map data

Possibly organize layers according to interest – for example, Historic Features could include heritage walks, old cemeteries, historic buildings; Fishing piers/docks might be found in Boating as well as Recreational Activities, etc.

Sites could/should also be prioritized (Premier, Good, If you have time...) and identified by different icons on the map (for example – city parks – choose top five to show on the map)

Design icons for point features – key in legend

Ian will talk to Zack about presenting the map at the April 7 conference (when might be a good time for this? During the Site Assessment session?)

**NEXT MEETING: (TENTATIVE) MONDAY, MARCH 28, 1PM, GRRVLC**