MORE Commission Meeting Notes

September 3rd, 2019

Commissioners Attending: Sec Jeannie Haddaway-Riccio, Sec Kelly Schulz, Joel Dunn, Scott Knoche, Steve Green, Liz Fitzsimmons, Rick Decker, Cathy Bramble

On conference phone: DeeDee McCue, Sean Mann, Paul Edwards

Commissioners Not Attending: Hamilton Chaney, TJ Jenkins, David Sutherland, Brian Raines

Staff: Kelly Collins Choi, Marci Ross, Trystan Sill, Heather Ersts, Bunky Luffman, James McKitrick, Carrie Cook

Intro and Welcome - Sec Jeannie Haddaway-Riccio, Sec Kelly Schulz

Review of Subcommittee Recommendations – Kelly Collins-Choi

Outdoor Recreation Jobs Initiative

1. What agency would take the lead on assessing / inventorying outdoor recreation workforce development platforms/programs?
   a. DLLR has an inventory of current apprenticeships opportunities
   b. Certain programs need certification through MHEC (i.e., trade schools)
   c. EARN MD program – nearly 90% hire rate (any industry)
   d. Project Green classrooms also has a list of these programs avail for students – and is working on a “Green Careers” handbook → DNR
   e. MD Business Expressway
   f. New MD Office of Outdoor Rec to take this on??

2. Need a study to inventory state’s existing outdoor recreation businesses to identify sectors with job growth potential → need to do this first in order to achieve the inventory of workforce development programs
   a. How to reach out to the proper communities – Governor’s Workforce Development Board (bring businesses into the conversation on workforce development)

Outdoor Economy Business Growth Initiative

1. Two incentive programs – Opportunity Zones Enhancement Program and More Jobs for Marylanders Acts
   a. How can we use them to benefit outdoor recreation?
   b. Issue: Opportunity Zones are not in typical outdoor rec areas (i.e. near water access, etc.) because Opp Zones are in economically depressed areas
c. More Jobs for Marylanders – incentive for jobs in ANY industry as long as they are in Opportunity Zone

2. Case study on specific location to establish outdoor recreation micro-manufacturing hub (like Grand Junction, CO) → Cumberland?
   a. Overlay map with Hub Zones, Opportunity Zones from Commerce
   b. More Jobs for Marylanders Tier 1/Tier 2
   c. Take advantage of current incentivized zones
   d. Cumberland is in opportunity zones and tier 1 MJM county

**Enhancing Recreational & Heritage Tourism Experiences Initiative**

1. Streamline lease agreement process to support PPP (DNR only)
2. In-house constructions crews at DNR to work on critical maintenance projects
   a. Save money, time, and procurement processes by doing projects in-house rather than finding contractors
3. Remember to focus on the customer service angle and get feedback from users when planning changes
   a. DNR does this via day use surveys from Maryland State Parks
   b. Make sure that parks and outdoor recreation are tailored to user communities (i.e., mostly Latino/a at Sandy Point SP). Systemic commitment to diverse constituents.
4. Fully fund Program Open Space (even after Gov Hogan)
5. Trails
   a. Trail Towns Program (had one in Allegany area, ran out of ARC funding)
   b. Prioritizing pedestrian and cyclist access (Nice Bridge)
   c. Consider holding a Trail Summit

**Development of World Class Experiences** - Heather Erts, Commerce

How to present recommendations – thematic or regionally?

- Staff to prepare draft to present to Commissioners for comments and thoughts
- Need to define the term “world-class experiences”
  o Need to address stakeholder conflicts
- Need recommendation on accessibility, particularly at water access points
- Follow-up group to check in and continue to work on recommendations past Governor Hogan’s tenure (some recommendations are much more long term)