

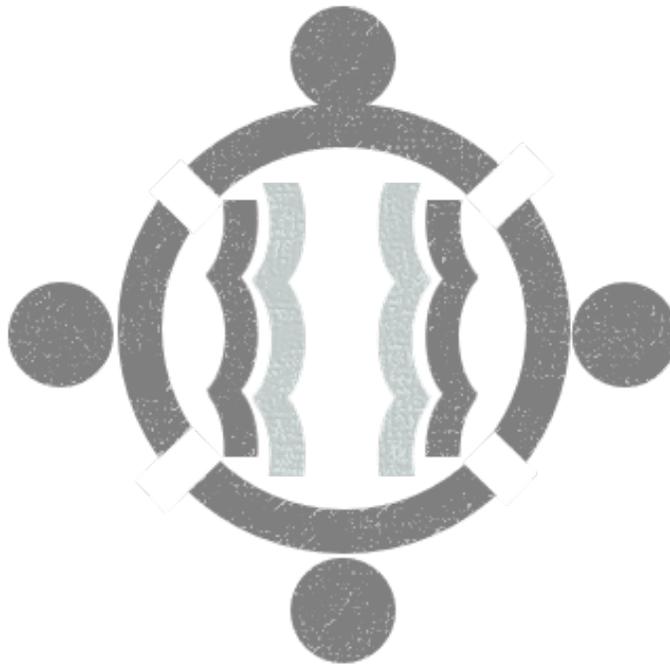
LAND BETWEEN THE LAKES

# OUTDOOR COMMUNITY FORUM

LAND BETWEEN THE LAKES NATIONAL RECREATION AREA

SATURDAY, JUNE 29, 2019

9:00 AM – 2:30 PM



*Session 1: 21<sup>st</sup> Century Recreation*

*Session 2: Healthy Habits*

*Session 3: Inspiring Youth*

## Session 1: 21<sup>st</sup> Century Recreation

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**Strategic Goal/Topic for Discussion:**

*Anticipate changing recreation needs, demonstrate innovative management practices, and sustainably transform to meet 21st century expectations.*

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**Discussion Moderators:**

Kyle Varel	Forest Technician, U.S. Forest Service
Julie Warner	Turkey Bay OHV User
Ski Witzofsky	Historian, Former TVA Employee

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**Facilitators:**

Jeff Laird	Customer Service Manager, U.S. Forest Service
Gary Hawkins	Recreation Program Manager, U.S. Forest Service

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## Session 2: Healthy Habitats

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**Strategic Goal/Topic for Discussion:**

*Restore and sustain healthy habitats to be a destination for hunting, fishing and wildlife viewing of abundant and diverse species.*

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**Discussion Moderators:**

Chris Thornock	Archeologist, U.S. Forest Service
Tony Black	KY Department of Fish and Wildlife Resources
Kevin Murphy	LBL Sportsmans Club

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**Facilitator:**

John Westbrook	Environmental Stewardship Dept. Manager, U.S. Forest Service
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## Session 3: Inspiring Youth

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**Strategic Goal/Topic for Discussion:**

*Inspire youth in neighboring counties and states to connect with their natural lands and cultural heritage.*

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**Discussion Moderators:**

Patrick Holcomb	Environmental Education Assistant, U.S. Forest Service
Betsy Allison	Henry County Schools - Curriculum Supervisor

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**Facilitator:**

Matt Helt	Deputy Recreation Manager, U.S. Forest Service
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# SHEET 1

## BACKGROUND

### INTRODUCTION

**Forward to the Future** is an ongoing strategic planning initiative which focuses on the future of recreation and environmental education at Land Between the Lakes National Recreation Area. The purpose of this effort is to develop the organization's first *Strategic Sustainability Plan for the Future of Recreation and Environmental Education at Land Between the Lakes*. The Plan will identify:

1. Key strategic plan components (vision, priority areas of focus, and set of goals and objectives) that will guide management of recreation and environmental education programs for the next 10-15 years;
2. Strategies which will help Land Between the Lakes, as an organization, to be more environmentally, socially and economically sustainable; and
3. Ways in which Land Between the Lakes can help to cultivate regional sustainability through collaboration and partnership.

### PUBLIC ENGAGEMENT

Public engagement is an essential piece to the development of the *Strategic Sustainability Plan for the Future of Recreation and Environmental Education at Land Between the Lakes*. As part of this process there have been several opportunities for public input, comment and dialogue. These opportunities correspond to the key phases of the strategic planning process: Assessment, Visioning, Strategic Development, and Implementation & Sustainment.



To date, public input has been collected from approximately 1300 participants as part of the Assessment and Visioning phases via one of the following methods: through an online engagement platform ([landbetweenthelakes.mindmixer.com](http://landbetweenthelakes.mindmixer.com)), two open house sessions, facility open houses and a community visioning session. Many of you have participated in these engagement opportunities and we thank you for taking the time to be a part of this process.

## VISION, AREAS OF FOCUS, AND GOALS

Public opinion and input helped guide the development of Land Between the Lakes' vision, areas of focus and goals for the future of recreation and environmental education. The following table outlines these key strategic plan components. They provide the overall picture for where the organization is going, where it will focus its resources, and what it is trying to achieve. These components provide the target for which to aim specific objectives, strategies and tactics for the next ten to fifteen years.

<b>VISION</b>		
<i>Working together with visitors and local communities to bring positive, sustainable change through exceptional nature-based experiences that inspire all generations.</i>		
<b>STRATEGIC AREAS OF FOCUS</b>		
<b>21<sup>st</sup> Century Recreation</b>	<b>Healthy Habitats</b>	<b>Inspire Youth</b>
<b>STRATEGIC GOAL 1</b>	<b>STRATEGIC GOAL 2</b>	<b>STRATEGIC GOAL 3</b>
Anticipate changing recreation needs, demonstrate innovative management practices, and sustainably transform to meet 21 <sup>st</sup> century expectations.	Restore and sustain healthy habitats to be a destination for hunting, fishing and wildlife viewing of abundant and diverse species.	Inspire youth in neighboring counties and states to connect with their natural lands and cultural heritage.
<b>MANAGEMENT AREA OF FOCUS</b>		
Create a Culture of Innovation		
<b>MANAGEMENT GOAL</b>		
Respect the past and innovate for the future.		

## DEFINITION OF STRATEGIC PLANNING TERMS

For consistency, the following definitions for key strategic plan components are provided.

<b>PLAN ELEMENT</b>	<b>DEFINITION</b>
<b>VISION</b>	An image or understanding of what the strategic plan should accomplish; It articulates a shared sense of direction as to where an organization is going for the next ten to fifteen years and what it aims to accomplish when it gets there
<b>AREA OF FOCUS</b>	An area or matter in which an organization concentrates its resources
<b>STRATEGIC GOAL</b>	A broad, desired high-level outcome that supports the vision and may extend beyond the capabilities of the organization

<b>MANAGEMENT GOAL</b>	A broad, desired high-level outcome that supports the vision through an organization's management practices and approaches (i.e. planning, organizing, leading and controlling the resources within the organization)
<b>OBJECTIVES</b>	A specific, tangible and measurable step taken to achieve a goal
<b>STRATEGIES</b>	Approaches taken to achieve an objective; It is the process of identifying what an organization will have to do in order to fulfill its objectives.

**MISSION & GUIDING IDEAS**

**Forest Service Mission**

The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations.

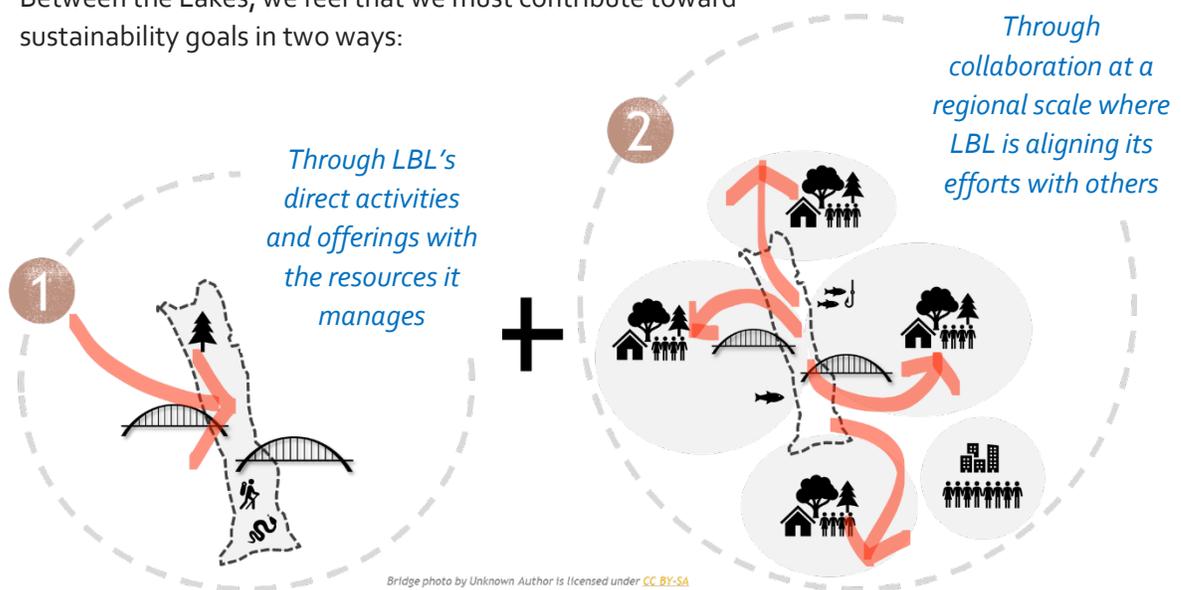


**Land Between the Lakes Mission & Purpose**

Land Between the Lakes' mission is clearly and carefully stated in the Protection Act: "to protect and manage the resources of the Recreation Area for optimum yield of outdoor recreation and environmental education through multiple use management; to authorize, research, test, and demonstrate innovative programs and cost-effective management of the Recreation Area; to help stimulate the development of the surrounding region; and to extend the beneficial results as widely as possible."

**Sustainability Focus**

In order to sustain the benefits of outdoor recreation and nature-based learning for present and future generations, Land Between the Lakes must address and work toward a sustainable balance among the three spheres of environmental, social, and economic conditions. At Land Between the Lakes, we feel that we must contribute toward sustainability goals in two ways:



# SHEET 2

## MEETING PURPOSE, OUTCOMES, FORMAT & AGENDA

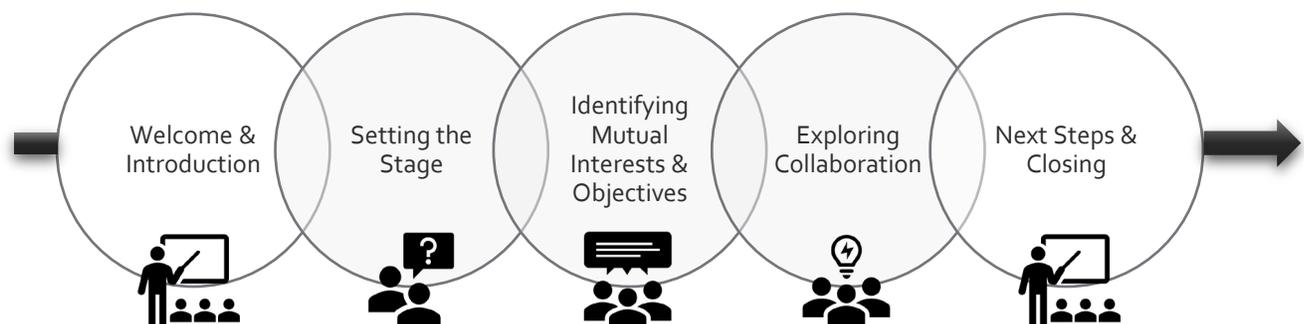
### PURPOSE

Bring together people who have shared interest in Land Between the Lakes' three strategic sustainability goals to listen to their perspectives, identify community-supported objectives, and gauge commitment to moving forward through a collaborative approach.

### DESIRED OUTCOMES

- A comfortable setting that fosters trust and goodwill
- Open, honest and respectful dialogue
- Understanding and appreciation for the need to leverage broad knowledge, expertise and resources to meet the challenges of today
- Identification of common ground and areas of mutual interest and motivation
- Shared aspiration towards meeting the goal
- Definition of community-supported objectives which support "the greatest good of the greatest number in the long run"
- Identification of new, creative and innovative strategies to fulfill the objectives
- Transfer of fruitful exchange into long-lasting relationships and strategic partnerships
- Identification of and commitment to next steps

### MEETING FORMAT



## AGENDA

Start Time	Minutes	Task
9:00	10	Check-In/Gathering
<b>PART 1: WELCOME &amp; INTRODUCTION (20 min.)</b>		
9:10	2	Welcome
	5	Meeting purpose, outcomes, format & agenda
	5	Ground rules & roles
	8	Introductions
<b>PART 2: SETTING THE STAGE (60 min.)</b>		
9:30	5	Background & planning update
	5	Overview of Land Between the Lakes' vision, areas of focus & strategic goals
	15	What it will take to move "Forward to the Future" – From substantial challenges to sustainable change
	25	Questions/Open discussion
	10	<b>Break</b>
<b>PART 3: IDENTIFYING MUTUAL INTERESTS &amp; OBJECTIVES (90 min. + 30 min. lunch)</b>		
10:30	30	Participant sharing – connection to / interest in the topic at hand
	15	Joint interests & common ground strategies
	15	Define potential objectives
	15	Open Discussion/Identify priorities
	15	Brainstorm strategies for top 3 priorities
	30	<b>Lunch</b>
<b>PART 4: EXPLORING COLLABORATION (60 min.)</b>		
12:30	15	Post lunch discussion
	5	Exploring collaboration and partnership
	35	Open Discussion
	5	<b>Break</b>
<b>PART 5: NEXT STEPS &amp; CLOSING (20 min.)</b>		
1:30	4	Recap of findings
	5	Next steps
	10	Participant last thoughts
	1	Closing
1:50	40	<b>Recreational Activity/Leisure</b>
2:30		<b>END</b>

# SHEET 3

## GROUND RULES & ROLES

### GROUND RULES

- All ideas are valid. Listen to and respect other points of view. Don't hesitate to ask questions when you don't understand the meaning of someone's comments.
- This is a public discussion, not a debate. Acknowledge differences, but don't "work" them. Do your best to understand the pros and cons of every idea so that we can explore many options and solutions.
- Record everything. Provide clarification, when needed, to ensure your message is not lost.
- Everyone is encouraged to participate; however, it is always OK to "pass" when you are asked to share a comment.
- Observe time frames. If you have already voiced your ideas, let others have an opportunity. When you speak, try to be brief and to the point so that everyone can be heard.
- Enjoy good company and have fun!

### ROLES OVERVIEW

#### ***Forest Service Facilitator:***

- Track time and ensure group remains on task
- Keep purpose front and center
- Manage conflict and misunderstanding, if it should arise

#### ***Discussion Moderators:***

- Manage and direct group discussion (Forest Service Lead)
- Promote openness and encourage all to participate (All)
- Seek common ground and shared interests (All)
- Listen to understand; Ask clarifying questions when needed (All)
- Engage participants in an interactive dialogue (All)
- Offer personal perspective and professional expertise while remaining neutral (All)

#### ***Participants:***

- Provide information and make meaning
- Offer personal perspective and professional expertise
- Listen to and respect other points of view
- Seek common ground and joint action
- Help define objectives & strategies
- Consider and suggest opportunities for collaboration

#### ***Recorder:***

- Record what is being said
- Seek clarification when needed

# SHEET 4

## EVALUATION

### EVALUATION FORM

1. What were the most significant outcomes of this day for you?

2. On a scale of 1 to 10, how confident are you that we will achieve the results we defined today?

<i>Not a snowball's chance</i>	1	2	3	4	5	6	7	8	9	10	<i>Watch our dust!</i>
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3. Why did you mark it as you did?

4. What do we need to do from here to maintain our momentum?

*Thank you!!*