

Results of Future of Missouri Outdoors Summit 2009

Summary of On-Site Survey of Attendees and
Results of Small Group Exercises
May 28-29, 2009
Hilton Garden Inn, Columbia, Missouri

Prepared for
**Summit Participants &
Summit Program Committee**

Audubon Missouri
Bass Pro Shops
Conservation Federation of Missouri
D.J. Case & Associates
George Clark Missouri State Chapter National Wild Turkey Federation
Mahfood & Associates
Missouri Association of Municipal Utilities
Missouri Department of Conservation
Missouri Department of Natural Resources
The Nature Conservancy

June 2009

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Executive Summary

A Summit on the Future of Missouri Outdoors was held on May 28 and May 29, 2009, in Columbia, Missouri. Over 350 Outdoor leaders in Missouri were invited to participate in the event; 148 of the invitees registered.

After listening to presenters from government, non-government organizations, and citizens—and after participating in facilitated small group exercises to explore Outdoor issues, opportunities, and goals—attendees identified and ranked 10 actions that must be taken today to help ensure a quality Missouri Outdoors 75 years from now (in order of priority):

1. Get the message out that quality, healthy Outdoors *is essential for life*,
2. Conserve plants, animals, and natural communities so that they are diverse, healthy, and resilient,
3. Maintain and pursue stable long-term and short-term funding for Outdoor operations, capital improvements, and special projects,
4. Develop comprehensive “state water plan,”
5. Take somebody with you the next time you go Outdoors; become an Outdoor mentor (this should be our personal and organization commitment),
6. Build stronger connection between the Public and public lands,
7. Establish Governor’s Task Force on Future of Missouri Outdoors,
8. Agencies and organizations should assess what Outdoor experiences Missourians value, and respond with relevant, integrated services,
9. Identify and develop mechanisms that keep land in private ownership, and motivate landowners to allow access,
10. Develop state “clean and healthy air plan.”

Introduction

A Summit on the Future of Missouri Outdoors was held on May 28 and May 29, 2009, in Columbia, Missouri. Over 350 Outdoor leaders in Missouri were invited to participate in the event; 148 of the invitees registered.

The Summit Vision:

75 years from now, a quality outdoor experience will be as much a part of Missourians' lifestyles as today, or more so, and opportunities to experience the outdoors will be as diverse and readily available as today, or more so.

"Outdoors" as defined for the Summit:

Outdoors goes beyond any one agency or organization. The term "Outdoors" is defined as: Soil, water, air, fish, forests, wildlife, nature, natural communities, and out-of-doors recreation.

Content for the Summit program was informed by a Web based survey of 248 Outdoor leaders in Missouri (Witter, D.J., "Leadership Survey to Inform Future of Missouri Outdoors Summit 2009," for Summit Program Committee, D.J. Case & Associates, 191pp.).

The Summit program (see Appendix A, Program) was organized in 2 half-day sessions.

On May 28, from 1p.m. to 6:15p.m., attendees listened to presentations from,

- Governor of Missouri, Jeremiah (Jay) Nixon
- Dr. Stephen Kellert, Yale University
- Dr. Larry Brown, University of Missouri
- Panelists:
 - Dr. Jon Hagler, Director, MO Dept of Agriculture
 - Mr. Mark Templeton, Director, MO Dept of Natural Resources
 - Mr. John Hoskins, Director, MO Dept of Conservation
 - Mr. Charlie Scott, Field Supervisor, U.S. Fish & Wildlife Service
 - Mr. Dave Whittekiend, Forest Supervisor, U.S. Forest Service

On May 29, from 8a.m. to 9:30a.m., attendees listened to presentations from,

- Panelists:
 - Mr. Mark Corio, student, University of Missouri, Columbia
 - Mr. David Hilliard, President & CEO, Wyman
 - Mr. Chris Kennedy, Fisheries Regional Supervisor, Missouri Department of Conservation
 - Mr. Jon McRoberts, Research Associate and Doctoral Student, Texas Tech University
 - Ms. Susan Trautman, Director, Des Peres Parks and Recreation
- Mr. Bob Priddy, News Director, MissouriNet

Throughout the Summit, attendees answered questions about Outdoor issues and opportunities using TurningPoint® response pads (or polling devices). Additionally, on May 29, from 9:45a.m. to 11:45a.m., attendees participated in facilitated small group exercises to identify actions and strategies to achieve 10 goals that attendees identified as the most important to ensure a quality, future Outdoors.

TurningPoint Results: Polling at the Close of Presentations

Following the presentation by Governor Jay Nixon (“The Importance of Missouri Outdoors”), Summit participants were asked the following questions using TurningPoint slides, which allowed them to answer with response pads.

What do you think the odds are that Summit Vision can be achieved (start of Summit)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	16	12.4	16.3	16.3
	Good	53	41.1	54.1	70.4
	Fair	25	19.4	25.5	95.9
	Poor	4	3.1	4.1	100.0
	Total	98	76.0	100.0	
Missing	System	31	24.0		
Total		129	100.0		

Describe your household's interest in outdoor activity.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It's a way of life	73	56.6	72.3	72.3
	Important but 1 of many HH interests	26	20.2	25.7	98.0
	1 of my HH's lesser interests	2	1.6	2.0	100.0
	Total	101	78.3	100.0	
Missing	System	28	21.7		
Total		129	100.0		

Compared to residents of other states, how much importance do you think Missourians place on the Outdoors in their lifestyles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more	18	14.0	17.3	17.3
	Somewhat more	54	41.9	51.9	69.2
	Neither more nor less	25	19.4	24.0	93.3
	Somewhat less	3	2.3	2.9	96.2
	Much less	1	.8	1.0	97.1
	Don't know	3	2.3	2.9	100.0
	Total	104	80.6	100.0	
Missing	System	25	19.4		
Total		129	100.0		

Your affiliation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NGO	34	26.4	33.7	33.7
	Community agency	4	3.1	4.0	37.6
	State agency	39	30.2	38.6	76.2
	Federal agency	6	4.7	5.9	82.2
	Outdoor industry	4	3.1	4.0	86.1
	Private citizen (unaffiliated)	5	3.9	5.0	91.1
	Other	9	7.0	8.9	100.0
	Total	101	78.3	100.0	
Missing	System	28	21.7		
Total		129	100.0		

Following the presentation by Dr. Steve Kellert “What need is there for outdoor experience in the lives of 21st century Americans”), Summit participants were asked:

How great a threat do you think "nature deficit disorder"--isolation from the natural environment--presents to the future of Missouri Outdoors?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extreme	56	43.4	50.5	50.5
	High	43	33.3	38.7	89.2
	Medium	10	7.8	9.0	98.2
	Low	2	1.6	1.8	100.0
	Total	111	86.0	100.0	
Missing	System	18	14.0		
Total		129	100.0		

How would you characterize the degree to which Missourians today (as a citizenry) are afflicted by nature deficit disorder?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extreme case	1	.8	.9	.9
	Severe case	29	22.5	26.1	27.0
	Moderate case	73	56.6	65.8	92.8
	Mild case	7	5.4	6.3	99.1
	No case	1	.8	.9	100.0
	Total	111	86.0	100.0	
Missing	System	18	14.0		
Total		129	100.0		

In your family, outdoor traditions like hiking, nature enjoyment, fishing, hunting & other outdoor skills are being passed along.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	55	42.6	49.5	49.5
	Agree	42	32.6	37.8	87.4
	Disagree	11	8.5	9.9	97.3
	Strongly disagree	3	2.3	2.7	100.0
	Total	111	86.0	100.0	
Missing	System	18	14.0		
Total		129	100.0		

In Missouri households, outdoor traditions like hiking, nature enjoyment, fishing, hunting & other outdoor skills are being passed along.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	49	38.0	42.6	42.6
	Disagree	48	37.2	41.7	84.3
	Strongly disagree	12	9.3	10.4	94.8
	Don't know	6	4.7	5.2	100.0
	Total	115	89.1	100.0	
Missing	System	14	10.9		
Total		129	100.0		

Following the presentation by Dr. Larry Brown (“Missouri people and places: the social geography of Missouri—and who are we becoming?”), Summit participants were asked:

Which best describes where you grew up as a child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Country/rural area	31	24.0	29.0	29.0
	Small town	33	25.6	30.8	59.8
	Suburban area	31	24.0	29.0	88.8
	Urban area	12	9.3	11.2	100.0
	Total	107	82.9	100.0	
Missing	System	22	17.1		
Total		129	100.0		

Which best describes where you and your family live now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Country/rural area	35	27.1	32.1	32.1
	Small town	25	19.4	22.9	55.0
	Suburban area	38	29.5	34.9	89.9
	Urban area	11	8.5	10.1	100.0
	Total	109	84.5	100.0	
Missing	System	20	15.5		
Total		129	100.0		

What changes in the Outdoors have occurred in the area/s where you grew up as a child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Changes for the better	17	13.2	16.5	16.5
	Changes for the worse	62	48.1	60.2	76.7
	Area hasn't changed	24	18.6	23.3	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Following the panel moderated by Mr. Steve Mahfood (“Bridges and barriers to a quality Missouri Outdoors”), and featuring...

- o Dr. Jon Hagler, Director, MO Dept of Agriculture
- o Mr. Mark Templeton, Director, MO Dept of Natural Resources
- o Mr. John Hoskins, Director, MO Dept of Conservation
- o Mr. Charlie Scott, Field Supervisor, U.S. Fish & Wildlife Service
- o Mr. Dave Whittekiend, Forest Supervisor, U.S. Forest Service,

...Summit participants were asked:

Compared to agencies & NGOs in other states, how much cooperation do you think occurs among the various Missouri agencies and NGOs concerned with the Outdoors?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more	21	16.3	20.2	20.2
	Somewhat more	40	31.0	38.5	58.7
	Neither more nor less	18	14.0	17.3	76.0
	Somewhat less	6	4.7	5.8	81.7
	Much less	1	.8	1.0	82.7
	Don't know	18	14.0	17.3	100.0
	Total	104	80.6	100.0	
Missing	System	25	19.4		
Total		129	100.0		

By combining the budgets of the MO Depts of Agriculture and Conservation, how much of the state budget pie do you account for? Roughly:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1% to 2% ^a	57	44.2	54.3	54.3
	4% to 5%	25	19.4	23.8	78.1
	7% to 8%	6	4.7	5.7	83.8
	10% to 11%	2	1.6	1.9	85.7
	Don't know	15	11.6	14.3	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

a. Correct answer

The general revenues flowing to the MO Dept of Natural Resources accounts for how much of the state budget pie? Roughly:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1% ^a	73	56.6	69.5	69.5
	1% to 2%	18	14.0	17.1	86.7
	3% to 5%	3	2.3	2.9	89.5
	Don't know	11	8.5	10.5	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

a. Correct answer

The agency with the largest single holding of public land in Missouri is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dept Conservation	6	4.7	6.1	6.1
	Dept Nat Resources	1	.8	1.0	7.1
	US Fish & Wildlife Service	3	2.3	3.0	10.1
	US Forest Service ^a	79	61.2	79.8	89.9
	Corps of Engineers	10	7.8	10.1	100.0
	Total	99	76.7	100.0	
Missing	System	30	23.3		
Total		129	100.0		

a. Correct answer

The proportion of Missouri in private ownership is roughly:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	63%	2	1.6	2.0	2.0
	73%	5	3.9	5.1	7.1
	83%	10	7.8	10.1	17.2
	93% ^a	78	60.5	78.8	96.0
	Don't know	4	3.1	4.0	100.0
	Total	99	76.7	100.0	
Missing	System	30	23.3		
Total		129	100.0		

a. Correct answer

Is the amount of land in public ownership today (& available for Outdoor recreation):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not enough	71	55.0	67.0	67.0
	About right	28	21.7	26.4	93.4
	Too much	1	.8	.9	94.3
	Don't know	6	4.7	5.7	100.0
	Total	106	82.2	100.0	
Missing	System	23	17.8		
Total		129	100.0		

Following the panel moderated by Ms. Sara Pauley ("Future of Missouri Outdoors"), and featuring...

- Mr. Mark Corio, student, University of Missouri, Columbia
- Mr. David Hilliard, President & CEO, Wyman
- Mr. Chris Kennedy, Fisheries Regional Supervisor, Missouri Department of Conservation
- Mr. Jon McRoberts, Research Associate and Doctoral Student, Texas Tech University
- Ms. Susan Trautman, Director, Des Peres Parks and Recreation

...Summit participants were asked:

To what extent do you think diverse outdoor interests have strengthened or weakened the Outdoor Community in Missouri?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greatly strengthened	32	24.8	31.7	31.7
	Strengthened	54	41.9	53.5	85.1
	Neither strengthened or weakened	10	7.8	9.9	95.0
	Weakened	5	3.9	5.0	100.0
	Total	101	78.3	100.0	
Missing	System	28	21.7		
Total		129	100.0		

To what extent do you invite and include "different" folks (e.g., age, race, gender, ability) to Missouri Outdoors?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top-of-mind effort	31	24.0	30.1	30.1
	Think about it, haven't done it much	44	34.1	42.7	72.8
	Not top-of-mind	22	17.1	21.4	94.2
	Frankly, don't want them in my fishing hole, hunting spot, etc.	6	4.7	5.8	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Personally, does the idea of sharing the Missouri Outdoors with new and diverse users tend to worry you or make you look forward to the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tends to worry me	13	10.1	12.4	12.4
	Tends to make me look forward to the future	80	62.0	76.2	88.6
	Don't know	12	9.3	11.4	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

TurningPoint Exercise: Identifying Top 10 Goals (“How much priority...?”)

Following the Agency Administrator’s Panel on May 28, respondents were asked to review a list of 9 possible goals for Missouri Outdoors that stemmed from the survey of Missouri Outdoor leaders, and asked if additional goals were needed. A list of 22 goals eventually was created by Summit participants. Attendees were then asked to rate the priority that should be given each goal (“much more than now,” “more than now,” “neither more nor less,” “less than now,” “much less than now”), with the purpose of identifying the top 10 goals. Each goal was rated as follows:

Conserving plants, animals, & habitats

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	41	31.8	40.6	40.6
	More than now	37	28.7	36.6	77.2
	Neither more nor less	21	16.3	20.8	98.0
	Much less than now	2	1.6	2.0	100.0
	Total	101	78.3	100.0	
Missing	System	28	21.7		
Total		129	100.0		

Clean & healthy water (includes ground water)--Quantity, quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	62	48.1	60.2	60.2
	More than now	31	24.0	30.1	90.3
	Neither more nor less	10	7.8	9.7	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Clean & healthy air

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	23	17.8	21.5	21.5
	More than now	40	31.0	37.4	58.9
	Neither more nor less	43	33.3	40.2	99.1
	Less than now	1	.8	.9	100.0
	Total	107	82.9	100.0	
Missing	System	22	17.1		
Total		129	100.0		

Promoting healthy & sustainable forests

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	23	17.8	23.0	23.0
	More than now	31	24.0	31.0	54.0
	Neither more nor less	40	31.0	40.0	94.0
	Less than now	4	3.1	4.0	98.0
	Much less than now	2	1.6	2.0	100.0
	Total	100	77.5	100.0	
Missing	System	29	22.5		
Total		129	100.0		

Acquiring public lands for Outdoors uses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	34	26.4	33.0	33.0
	More than now	35	27.1	34.0	67.0
	Neither more nor less	28	21.7	27.2	94.2
	Less than now	5	3.9	4.9	99.0
	Much less than now	1	.8	1.0	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Teaching MO'ians about the Outdoors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	76	58.9	71.7	71.7
	More than now	23	17.8	21.7	93.4
	Neither more nor less	6	4.7	5.7	99.1
	Much less than now	1	.8	.9	100.0
	Total	106	82.2	100.0	
Missing	System	23	17.8		
Total		129	100.0		

Supporting/funding Outdoors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	42	32.6	41.2	41.2
	More than now	39	30.2	38.2	79.4
	Neither more nor less	18	14.0	17.6	97.1
	Less than now	1	.8	1.0	98.0
	Much less than now	2	1.6	2.0	100.0
	Total	102	79.1	100.0	
Missing	System	27	20.9		
Total		129	100.0		

Helping private landowners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	27	20.9	25.7	25.7
	More than now	43	33.3	41.0	66.7
	Neither more nor less	29	22.5	27.6	94.3
	Less than now	5	3.9	4.8	99.0
	Much less than now	1	.8	1.0	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

Reducing soil erosion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	10	7.8	9.4	9.4
	More than now	36	27.9	34.0	43.4
	Neither more nor less	52	40.3	49.1	92.5
	Less than now	8	6.2	7.5	100.0
	Total	106	82.2	100.0	
Missing	System	23	17.8		
Total		129	100.0		

Develop an energy task force

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	28	21.7	27.7	27.7
	More than now	32	24.8	31.7	59.4
	Neither more nor less	25	19.4	24.8	84.2
	Less than now	10	7.8	9.9	94.1
	Much less than now	6	4.7	5.9	100.0
	Total	101	78.3	100.0	
Missing	System	28	21.7		
Total		129	100.0		

Earnest collaborative education effort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	16	12.4	36.4	36.4
	More than now	13	10.1	29.5	65.9
	Neither more nor less	9	7.0	20.5	86.4
	Much less than now	6	4.7	13.6	100.0
	Total	44	34.1	100.0	
Missing	System	85	65.9		
Total		129	100.0		

Promote stakeholder input

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	21	16.3	20.4	20.4
	More than now	46	35.7	44.7	65.0
	Neither more nor less	28	21.7	27.2	92.2
	Less than now	2	1.6	1.9	94.2
	Much less than now	6	4.7	5.8	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Reduce greenhouse gas (80%, 2050)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	12	9.3	11.5	11.5
	More than now	16	12.4	15.4	26.9
	Neither more nor less	36	27.9	34.6	61.5
	Less than now	19	14.7	18.3	79.8
	Much less than now	21	16.3	20.2	100.0
	Total	104	80.6	100.0	
Missing	System	25	19.4		
Total		129	100.0		

Provide easy access to info regarding resources & services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	16	12.4	15.2	15.2
	More than now	38	29.5	36.2	51.4
	Neither more nor less	42	32.6	40.0	91.4
	Less than now	4	3.1	3.8	95.2
	Much less than now	5	3.9	4.8	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

Connecting families and communities to nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	59	45.7	57.8	57.8
	More than now	30	23.3	29.4	87.3
	Neither more nor less	11	8.5	10.8	98.0
	Much less than now	2	1.6	2.0	100.0
	Total	102	79.1	100.0	
Missing	System	27	20.9		
Total		129	100.0		

Develop leadership org-structure that reflects collaborative need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	34	26.4	33.3	33.3
	More than now	27	20.9	26.5	59.8
	Neither more nor less	27	20.9	26.5	86.3
	Less than now	7	5.4	6.9	93.1
	Much less than now	7	5.4	6.9	100.0
	Total	102	79.1	100.0	
Missing	System	27	20.9		
Total		129	100.0		

Encourage high nutrition food w/o toxics/petrochemical

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	9	7.0	8.7	8.7
	More than now	24	18.6	23.3	32.0
	Neither more nor less	38	29.5	36.9	68.9
	Less than now	8	6.2	7.8	76.7
	Much less than now	24	18.6	23.3	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Protect agriculture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	8	6.2	7.7	7.7
	More than now	19	14.7	18.3	26.0
	Neither more nor less	44	34.1	42.3	68.3
	Less than now	15	11.6	14.4	82.7
	Much less than now	18	14.0	17.3	100.0
	Total	104	80.6	100.0	
Missing	System	25	19.4		
Total		129	100.0		

Look for sustainability across these goals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	20	15.5	19.0	19.0
	More than now	27	20.9	25.7	44.8
	Neither more nor less	35	27.1	33.3	78.1
	Less than now	15	11.6	14.3	92.4
	Much less than now	8	6.2	7.6	100.0
	Total	105	81.4	100.0	
Missing	System	24	18.6		
Total		129	100.0		

Connect communities to natural resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	38	29.5	35.5	35.5
	More than now	45	34.9	42.1	77.6
	Neither more nor less	19	14.7	17.8	95.3
	Less than now	2	1.6	1.9	97.2
	Much less than now	3	2.3	2.8	100.0
	Total	107	82.9	100.0	
Missing	System	22	17.1		
Total		129	100.0		

Integration of outdoors to built-environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	25	19.4	24.3	24.3
	More than now	36	27.9	35.0	59.2
	Neither more nor less	33	25.6	32.0	91.3
	Less than now	3	2.3	2.9	94.2
	Much less than now	6	4.7	5.8	100.0
	Total	103	79.8	100.0	
Missing	System	26	20.2		
Total		129	100.0		

Determine metrics to show "Outdoors" progress

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more than now	12	9.3	11.5	11.5
	More than now	27	20.9	26.0	37.5
	Neither more nor less	48	37.2	46.2	83.7
	Less than now	8	6.2	7.7	91.3
	Much less than now	9	7.0	8.7	100.0
	Total	104	80.6	100.0	
Missing	System	25	19.4		
Total		129	100.0		

Mean scores were calculated for each goal, where 1="much more priority than now," 2="more priority than now," 3="neither more nor less priority," 4="less priority than now," and 5="much less priority than now."

Proposed Goal	N	Rank	Mean & word anchor ^a	Std Dev
Teaching Missourians about the Outdoors	108	1	1.38 Much more than now	.680
Clean & healthy water (includes ground water)--Quantity, quality	105	2	1.50 More than now	.667
Connecting families and communities to nature & natural resources	104	3	1.60 More than now	.830
Supporting/funding Outdoors	104	4	1.85 More than now	.890
Conserving plants, animals, & habitats	103	5	1.88 More than now	.889
Acquiring public lands for Outdoors uses	105	6	2.07 More than now	.943
Helping private landowners	107	7	2.15 More than now	.909
Clean & healthy air	109	8	2.21 More than now	.783
Develop leadership org-structure that reflects collaborative need	104	9	2.27 More than now	1.192
Promote stakeholder input	105	10	2.28 More than now	1.005
Integration of outdoors to built-environment	105	11	2.30 More than now	1.057
Promoting healthy & sustainable forests	102	12	2.31 More than now	.933
Develop an energy task force	102	13	2.34 More than now	1.156
Provide easy access to info regarding resources & services	107	14	2.47 More than now	.955
Reducing soil erosion	108	15	2.54 Neither more nor less	.779
Look for sustainability across these goals	107	16	2.64 Neither more nor less	1.169
Determine metrics to show "Outdoors" progress	106	17	2.76 Neither more nor less	1.047
Protect agriculture	106	18	3.12 Neither more nor less	1.160
Encourage high nutrition food w/o toxics/petrochemical	105	19	3.12 Neither more nor less	1.253
Reduce greenhouse gas (80%, 2050)	106	20	3.22 Neither more nor less	1.257

a. Means based on response to question, How much priority should be placed on each goal? Metric: 1="much more than now," 2="more than now," 3="neither more nor less," 4="less than now," 5="much less than now."

The foregoing top 10 goals were selected as the basis for a 2-hour, facilitated small group exercise, in which each Summit participant volunteered to help identify the single most important action required to achieve a specific goal. Each participant selected the goal of interest to her/him; groups generally balanced in numbers, though a few participants were encouraged to consider switching to another group after a show of hands suggested that several groups might have relatively few participants. Perhaps predictably, not only did each group identify a single action, but supporting and collateral actions and strategies emerged (Appendix B).

Each group had a facilitator, and almost every group had a recorder documenting proceedings; these proceedings were later consolidated for presentation to the large group (Appendix B).

Following lunch on May 29, Summit participants reconvened to hear reports from each of the small groups. Each group presented the single-most important action required to achieve the goal, as well as supporting commentary.

Each of these single actions were grouped into a list of 10, and then Summit participants were asked to state the priority (by way of TurningPoint response pads) s/he thought should be assigned to each action, where 1="high priority," 2="medium priority," 3="lower priority" ("lower" by virtue of the fact that each action was already a priority—and thus, assigning "low" priority made little intuitive sense).

Following is the list of 10 actions, ranked from most important, that must be taken today to help achieve the Summit Vision (75 years from now, a quality outdoor experience will be as much a part of Missourians' lifestyles as today, or more so, and opportunities to experience the outdoors will be as diverse and readily available as today, or more so.)

Single most important action for each of 10 goals (ranked in order from highest-ranking priority)	N	10 Goals	Word anchor	Mean (Rank)	Std Dev
Get message out that quality healthy Outdoors is essential for life	105	Teaching Missourians about the Outdoors (Goal rank 1)	High priority	1.08 (1)	.267
Conserve plants, animals, and natural communities so that they are diverse, healthy, and resilient	105	Conserving plants, animals, and habitats (Goal rank 5)	High priority	1.24 (2)	.471
Maintain/pursue stable long-term & short-term funding for operations, CI, and special projects	105	Supporting/funding outdoors (Goal rank 4)	High priority	1.31 (3)	.525
Develop comprehensive water plan	104	Clean & healthy water (Goal rank 2)	High priority	1.42 (4)	.602
Take somebody with you next time you go Outdoors; become mentor (our individual/organization commitment)	103	Connecting families & communities to nature and natural resources (Goal rank 3)	High priority	1.44 (5)	.554
Build stronger connection between the Public and public lands	106	Acquiring public lands for Outdoor uses (Goal rank 6)	High priority	1.45 (6)	.604
Establish Governor's Task Force on Future of Missouri Outdoors	105	Develop leadership org-structure that reflects collaborative need (Goal rank 9)	Medium priority	1.61 (7)	.778
Assess what Outdoor experiences Missourians value, and respond with relevant, integrated services	106	Promote stakeholder input (Goal rank 10)	Medium priority	1.77 (8)	.759
Identify/develop mechanisms that keep land in private ownership, and motivate landowners to allow access	104	Helping private landowners (Goal rank 7)	Medium priority	1.79 (9)	.678
Develop statewide clean & healthy air plan	104	Clean & healthy air (Goal rank 8)	Medium priority	1.81 (10)	.684



A Summit on the Future of Missouri Outdoors


Summit Program Committee
Audubon Missouri, Bass Pro Shops, Conservation Federation of Missouri, George Clark Missouri State Chapter National Wild Turkey Federation, D.J. Case & Associates, Mahfood & Associates, Missouri Department of Conservation, Missouri Department of Natural Resources, The Nature Conservancy, Missouri Association of Municipal Utilities

Summit presentations and other related materials may be found at www.confedmo.org.

Hilton Garden Inn
Columbia, Mo
May 28 – 29, 2009

Brochure layout and graphics by Michael Eaton, Eaton Design

A Summit on the Future of Missouri Outdoors



Agenda

Thursday, May 28

11:00 – 1:00 pm Registration
 1:00 – 1:15 pm Welcome and Introductory comments
 Glenn D. Chambers, President, Conservation Federation of Missouri
 1:15 – 1:30 pm The importance of Missouri Outdoors – Governor Jay Nixon
 1:30 – 2:15 pm Keynote address: What need is there for outdoor experience in the lives of 21st century Americans? – Dr. Stephen Kellert
 2:15 – 2:30 pm Audience response/perspectives
 2:30 – 3:15 pm Missouri people and places: the social geography of Missouri – and who are we becoming? – Dr. Larry Brown
 3:15 – 3:30 pm Audience response/perspectives
 3:30 – 3:45 pm Break
 3:45 – 4:45 pm Panel: Bridges and barriers to a quality Missouri Outdoors.
 John Hoskins, Charlie Scott, Mark Templeton, Dave Whittekiend, Moderated by Stephen Mahfood
 4:45 – 5:30 pm Audience response to key results, 2008 Missouri Outdoor Leader Survey – Dan Witter, D.J. Case & Associates
 5:30 – 6:30 pm Free Time
 6:30 – 9:00 pm Social at Bass Pro, Columbia – Includes robust hors d'oeuvres.

Friday, May 29

6:30 – 7:45 am Continental breakfast
 8:00 – 8:05 am Welcome – Glenn D. Chambers
 8:05 – 9:05 am Panel: Future of Missouri Outdoors
 Mark Corio, David Hilliard, Chris Kennedy, Jon McRoberts, Susan Trautman, Moderated by Sara Pauley
 9:05 – 9:20 am The future of Missouri Outdoors – Bob Priddy
 9:20 – 9:30 am Charge to attendees for facilitated sessions – Dan Witter
 9:30 – 9:45 am Break
 9:45 – 12:00 pm Attendee Input: Facilitated sessions to compile attendees' ideas, strategies, and solutions to accomplish key actions and overcome major barriers to enhancing Missouri Outdoors.
 12:00 – 1:15 pm Lunch
 1:15 – 3:00 pm Reporting and synthesis of group discussions.
 3:00 – 3:15 pm Prioritization of next steps.
 3:15 – 3:30 pm Wrap-up and closing remarks.
 Dave Murphy, Executive Director, Conservation Federation of Missouri
 3:30 pm Results of Final Vote/Priority Actions

Featured Speakers:


- **Jeremiah W. (Jay) Nixon:** Recently elected Missouri's 55th Governor, Jeremiah Nixon served as Missouri's Attorney General for 16 years and as a Missouri State Senator for 6 years. He has been a strong advocate for our state's natural resources throughout the course of his public career.
- **Bob Priddy:** Host of the long-running radio show "Across our wide Missouri," Bob Priddy also hosts "Capitol Dialogue," a monthly round-table where issues of the day are discussed with various Missouri legislators. Bob is also author of 3 books on Missouri history.
- **Dr. Stephen R. Kellert:** Tweedy/Ordway Professor of Social Ecology, Yale School of Forestry and Environmental Studies. Professor Kellert's work focuses on understanding the connection between human and natural systems, with particular interest in the value and conservation of nature and designing ways to harmonize the natural and human built environments. See <http://environment.yale.edu/people/271-Stephen-R.-Kellert/parent/faculty/>
- **Dr. Larry Brown:** Director of Undergraduate Studies, Department of Geography, University of Missouri. Dr. Brown's work focuses on cultural geography-the socioeconomics and culture of place. See <http://www.geog.missouri.edu/people/brown.shtml>

Resource Agency Panelists:

Mr. John Hoskins, Director, MO Dept. of Conservation
 Mr. Mark Templeton, Director, MO Dept. of Natural Resources
 Mr. Dave Whittekiend, Forest Supervisor, Mark Twain National Forest, U.S. Forest Service
 Mr. Charlie Scott, Field Supervisor, Ecological Services Field Office, U.S. Fish & Wildlife Service

Future of Missouri Outdoors Panelists:

Mr. Mark Corio, student, University of Missouri Columbia
 Ms. Susan Trautman, Des Peres Parks & Recreation
 Mr. David Hilliard, President & CEO, Wyman
 Mr. Chris Kennedy, Fisheries Regional Supervisor, MO Dept. of Conservation
 Mr. Jon McRoberts, Research Associate and Doctoral Student, Texas Tech University



GOAL: Teaching Missourians about the outdoors:

ACTION: Get message out that quality health Outdoors is essential for life

- Attendance
 - Mark Corio
 - Don Johnson
 - Jan Weaver
 - John McRoberts
 - Ben
 - Rick Merrit
 - Rick Thom
 - Larry Brown
 - Norman Leppo
 - Scott Pauley
 - Patti Redel
 - George Seek
 - Mike Shallon
 - Nikki Thole
 - Lee Vogel
 - Alan Hoover
 - Terri Wheatly
 - Dave Villard
 - Nicole Wood
 - Bill Sible
 - Lorna
- Spokesperson for the display of
 - Nikki Thole
- Addressed
 - Politician
 - Public Resource Administrator
 - Business Person
 - NGO Staff Person
 - Citizen of MO
- Actions brainstorming session
 - Don Johnson
 - Address an individual
 - Work with individual mothers and fathers to encourage unstructured play time outside. Do what they want to do but just do it outside.
 - Jan Weaver
 - Politician
 - Get congress to pass the no child left inside act
 - Discover nature schools, educator training requirements
 - Pre-k training
 - John McRoberts
 - Individuals And politicians
 - Tie education of general studies and subjects into conservation and natural resource education as well.

- Would require changing of state mandates (Jan Weaver)
- Challenge the boards of higher education to incorporate training of teachers in order to pass on conservation education (Patti Redel)
- Ben
 - Individual
 - Private citizens and homeowners to recognize and take advantage of the habitat that they have at their disposal. Audubon home, backyard habitat. Ensure that field trips into the outdoors produce the interest in values and an instillation of interest, not just a one day event. Give homeowners the resources to educated families.
- Rick Merrit
 - Politician and NGOs
 - Creation of outdoor classrooms in schools. Exposure and access to outdoor education materials by immersion at schools.
- Rick Thom
 - PRA
 - Meet with education and outreach director and imply the importance of natural resources and how they impact our daily lives whether or not we actively use them. Need a citizenry that understands this message. Get message out at various levels starting with the earliest of education levels.
- Larry Brown
 - Citizen
 - Using grandparents and senior citizens as educators through NGOs, churches, and schools. Use the experience of the older generations, most of whom have extensive outdoor experience, to serve as outdoor education for younger generations. Use in conjunction with existing programs
- Norman Leppo
 - NGO
 - Unification of memberships within affiliate organizations and the parent organizations to have common goals through education of members.
 -
- Scott Pauley
 - Politician
 - Tell mr. politician the it is their responsibility that the outdoors remain safe from being lost
 - NGO
 - Coordination between government orgs to have common goals
 - Business
 - Need to give back to outdoor and natural resource administrations
- Patti Redel
 - NGO

- Be able to figure out how to provide outdoor and mentorship experiences through the existing groups. Challenge individuals and NGOs to get involved and start providing mentorship
 - Must be a strategic approach and a common approach towards the common goal.
- George Seek
 - Politician
 - Need to put more resources into conservation and outdoor education
 - Values, need to instill a sense of ownership
 - Outlaw air conditioning
- Mike Shallon
 - Politician
 - Get leadership (politicians) that realizes that the environment is what sustains us and is the most important thing for us.
- Nikki Thole
 - Politicians
 - Nature education course, make service work and volunteering time for the schools so that the requirements include natural resources and conservation. Raise awareness and ownership.
 - Individuals
 - Pay it forward. Involve others in outdoors and create the passion for the outdoors
 - Public administrators
 - Put parks to use for outdoor education
- Lee Vogel
 - Individuals
 - Recruit more people to CFM
 - Network television, could be used for reaching out.
- Alan Hoover
 - NGO
 - Mentoring... What good does it do to preserve the wetlands, restore quail habitat, if the users die within the organization.
- Terry Whaley
 - Politician, NGO
 - Get congress to add on to funding and time availability for the teachers in order to support the no child left inside act. Change the education system to year round education incorporating outdoor education and ethics into some of the vacation times.
 - Incorporate with community centers and rec complexes
- Dave Villard
 - individual
 - Encourage continuation of education. Work with both educators and with coordinating boards in order to continue and incorporate conservation education.
- Nicole Wood
 - Politicians

- Use part of the education budget, encourage the politicians and the schools to utilize existing funds as a method of conservation education
- Bill Seibel
 - Going out to everybody
 - Get the teachers involved at a young age with the outdoors and natural resources in order to ensure passing on education of natural resources to their students. And ensure accessibility of teachers and students.
- Mark Corio
 - Individual
 - Sense of ownership

VOTED SINGLE MOST IMPORTANT ACTION:

Get the message out that quality healthy outdoors is essential for life (Pre-school through adult)

Goal: Conserving Plants, Animals and Habitats

ACTION: Conserve plants, animals, and natural communities so that they are diverse, healthy, and resilient.

David Thorne, facilitator

Politician

- **Fear** - oversprawled, linear city between KC and St L. Habitat squeezed. Why didn't you limit sprawl to urban areas?
 - **Action** - Have to limit sprawl to have viable plants, animals, habitat. Has to come through zoning, education of commissioners, etc
- How do we enhance private landowners to take care of their land?
- Improve transportation systems into cities; encourage "virtual" work/working from home...
- **Fear** -Increasing isolation in natural systems;
 - Action – capture space for nature to exist; act now to prioritize action on public and private land; education; overcome a trend towards homogenization
- Fear – wind turbines will destroy prairie chicken/grassland habitat (Mystic Focus Area);
 - Action – prioritize areas to encourage and discourage wind turbines; need regulations/policy for wind energy
 - Action – protect what we have already; collaborate among agencies/partnerships; needs to happen quickly
 - Kansas has prioritized areas
- Action: Have to combine ecological and socio-economic values = benefit both; weave into the fabric of our decision makers; educate politicians about importance of
- Need a value on wildlife for the public
- 1.5 million acres – private land in Farm Bill programs – use those acres wisely to accomplish wildlife goals; politicians very important to setting farm bill; integrate for wildlife, alternative energy, private landowner benefit
- Develop a chataqua concept: conservationists take a group of politicians out to conservation places twice a year; could probably gain a lot over time – multiple outings might develop a depth of understanding about the outdoors
- Need a common focus on the highest priority places – invest in those highest quality spaces; already identified through TNC ecoregion process, COAs, etc. Still need to focus on the most irreplaceable habitats where everyone works together

- Need energy task force to look at all bioenergy issues with conservation of wildlife/habitats in mind
- Capture opportunities that are lost through lack of funding, not paying attention to priorities, etc. Need funding, knowledge and coordination to conserve these important priority places
- Directors of agencies should get together 4x/year to discuss these issues; include USDA-NRCS/Forest Service
- Fear: Climate Change, invasive species, etc.
 - Action: manage health and resilience of systems of species; maintain health of natural communities we manage – can withstand some of outside pressures
 - Be strategic about where/what public land we own
 - Look at conservation easements as a tool – esp those that allow public access
 - Control invasive species
 - Work with private landowners – esp in priority areas; focus assistance on groups of landowners with specific landscape goals
 - Manage land in a landscape context
 - Target incentives to highest priority places (Farm Bill programs, etc)
 - State technical committee – need more people there helping to design our future
- Need more coordination among the agencies (state and federal – MoDOT should be included), NGOs
- Use existing plans, partnerships – give it administrative/political structure that facilitates on-the-ground action (develop these outside of political cycles – should transcend over time) = job positions, funding focus, time/resources committed = included in individual strategic plans
 - Get agencies together that have authority to set priority together
 - Internal implementation protocol inside agencies
 - Partnerships with NGOs/stakeholder groups
- Funnel funding to state agencies (from carbon credits, etc.)
- Focus on economic value of ecosystem services (carbon storage, water quality, air quality); need to bring in economic/business interests
- Broaden focus to sociological and economic side of resources
- Make “wildlife friendly” cemeteries, schoolyards, backyards

Conserving Plants, Animals and Habitats:

1. Conserve plants, animals and natural communities on public and private land so that they are diverse, healthy and resilient through:
 - a. Implementing existing conservation plans that direct management to highest priorities
 - b. communication (integrate social and economic and biologic values; ex. host chataqua for leaders and decision makers),
 - c. collaboration (e.g., agency directors meeting annually),
 - d. coordinating funds and capacity in priority places (i.e., federal, state and private funds),
 - e. addressing critical threats (e.g., addressing sprawl, energy task force, wind turbines, invasive species)

GOAL: Support/Funding the Outdoors

ACTION: Maintain and pursue stable long-term & short-term funding for Outdoors operations, capital improvements, and special projects.

29 May 2009

Dan Zekor

Support/Funding the Outdoors

Influencing the future, talking state senator, changing the future so that Missouri's outdoors will have funding in the future.

Opening Thoughts

Programs cannot exist without stable funding for maintenance. The core group of a program has to have a stable funding. With a stable base, a group can target their audience.

Regulatory funding is needed to keep activities alive in communities.

The public's priorities will be funding the best. Bringing awareness to the public is a high priority.

Sales tax has always been a great way to fund state agencies. Tax prices change with the economy. Sales tax is mostly from tourists. The biggest impact on sales tax is internet sales. If the internet sales were taxed it would decrease the overall sales tax for goods.

Possible Ideas

1. Core funding-enhance with one time project (Capitol), but have a solid base.
2. Stable funding to support the regulatory projects.
3. Educate the public better so that the Outdoors is higher on their priority list.
4. Sales tax has been a source of stabilities. The problem with sales tax is the exemptions for certain industries.

Message for the future

1. The mind set of people needs to be targeted to change someone's priorities. When someone values something they will support that thing fully.

You can have the best program in the world, but if someone doesn't see that program as a necessity, it will never grow.

Creating a picture in people's minds is critical for gaining support from the general public.

2. The general public doesn't always keep in mind the services that state agencies provide. If the public understands what is being done for them they can better appreciate those things. It is amazing how little people know about what Missouri's Outdoors and the preservers of that outdoors have to offer.
3. There are two ways Politicians understand issues: 1. their life experiences, and 2. what someone brings to their attention. Organizations that values outdoors need to inform Politicians of their ideas.

Joint Committee on Capitol Improvements
State Building Bonds

4. Looking back at the success of Mo will help us to address the future. Once people understand why something is importance, then we can go back to the grass root effort to better involve the community.

After people see something as relevant they will need a plan of action, and show the community how they can get involved with the Outdoors.

5. People need to be educated that agencies such as MDC do not have unlimited funds.
6. Address Constitutional Barriers-Limits on spending
7. Need data to tell story better about money in overtime

Closing thoughts

1. People spend money on what they enjoy.
If the outdoors is sold as a means of good health for future generation, it could be a turning point for the funding of the outdoors.
If the school system is sold on the fact that children involved in the outdoors have better test scores and don't have disorders.

*Health, Education and Outdoors are the three factors that need to be tied together. Promotion of these things needs to be done on a local level.

*Parents are directly responsible for the activities their children are involved in.

2. Federal/State/Local-need to be tied together to a point where they are not causing each other problems. Quality Partners would be a great tool to provide funding for restoration projects.
3. Telling the story better is not an adequate solution, we need to tell the story period. We need to tell that story to many different people. The way people communicate is changing every day. To reach a new audience we need to change the way we communicate.

The Solutions for Funding

1. **Stable Funding(5)**
 - A. **Core Programs**
 - B. **Regulatory Programs**
 - C. **CI/ Project Funds**
2. **Getting people to better understand the importance and value.(Winning Solution-8)**
3. **Start new grass root efforts-Leg. Listen to constituents(2)**
4. **NOW-coalition needed to address joint committees on S.P.-CI and state building funds(5)**
5. **Need coalition between/ and public health and outdoors and others-avoid competition and conflict.(6)**
6. **Better promote what is available(0)**
7. **Need to address public(2)**
 - A. **Constitutional Barriers**
 - B. **Sales Tax Exemption**
 - C. **Internet Sales Tax**
8. **National/ State / Local-Strategy needs to be developed(0)**

9. Partnership-Quality-leverage-interdependent(7)

A. Local panel for Restoration

10. Tell the story better(7)

A. Available Resources

B. Benefits-Better Communication Strategies

Boiled Down

- 1. Tell the story better-Available Resources/Benefits-Better Communication Strategies**
- 2. Need coalition between public health and outdoors and others (e.g., Ag. Ed.ect.)- To avoid competition and conflict.**
- 3. Stable Funding-Core Programs, Regulatory Programs and CI/ Project Funds**

GOAL: Clean and Healthy Water (includes ground water)... Quantity, Quality

ACTION: Develop comprehensive water plan.

Friday, May 29, 2009

Elected Official

- Recognize that it is a finite resource
- Once realized that it is a finite resource,
- Mine sites, and impact on ground water (contaminated water)
- Recharge these areas, put buffers around these areas, address these areas
- Cost to much- bridge technology with use (saving water)

- **President**
- Policies and incentives need to be created
- Levees, instead of building them up
- Water quality and quantity
- Government agencies need to come together

- **Local Level**
- Code change, water using facilities must come to code, and the most efficient manner to improve quality and quantity

- **State Level**
- Trees are the answer
- Clean and healthy water is determined by what happens on the water table, plants, forests, prairies

- **County Level**
- Adopt regulation to broaden use of cluster systems
- Make public aware of water issues
- General Assembly- water law revision

Promotion of actual technological uses adapted to the use of water

Technological implementation of natural resources

TIF for environmental development

Agency

- Missouri Department of Conservation
- Has done a **great** job
- MDC and DNR need Continuity
- Leave some behind so we don't use it all up
- A lot of resources out there, not always clear to those who want to help
- Create Comprehensive State water plan
- Multi-department design for MO outdoors
- Better cooperation with NGO's
- Create Venues to solicit public solutions
- DNR- more education

NGOs

- Bring art together with stream team clean up
- Go beyond just education

- MDC can only hold so much, economy is making MDC hold back
- Not just MDC and DNR and various agencies, NGOs have to be there to get the message out
- Teach teachers
- MDC needs NGOs to serve as advocates to the capitol
- CFM merge 4 committees of water
- Stress public education → especially children
- Need to assert voice with agency directors

Business

- One person can really make a difference with examples
- Look at difference you can make for others
- Reward good behavior
- Business community help us establish enviro values
-

2084 → what will it look like

- It will look the same as 2009 just with more people and more gadgets.
 - It will not look the same as 2009 it will look different
1. State needs to create comprehensive state water plan.
 2. General Assembly needs to work to move MO away from a riparian state water law
 3. Public Officials should make it a priority to make the public aware of water quantity and quality.
 4. People need to be made aware that one person can make a difference in water quality and quantity.
 5. NGOs need to find people's outdoors interests and help them develop there interest.
 6. MDC and DNR need to cooperatively develop a design for MO outdoors.

GOAL: Connecting families and communities to nature and natural resources

ACTION: Take somebody with you next time you go Outdoors; become a mentor (this should be our personal/individual and organization commitment).

TOP ACTIONS THAT SHOULD BE TAKEN:**1) Citizen/Public agencies/NGOs**

“Next time you go outside, take somebody out with you. Become a mentor.

Organization that connects families with outdoor mentors. (like, Pass it On in Kansas)”
(15 votes)

Tied-2 or 3 or 4) Politicians:

“Pass the NO Child Left inside act.”

(10 votes)

Tied 2 3 or 4) Politicians:

“Planning and zoning ordinances and transportation ordinances that include green spaces. Must look at sustainability. Don’t change after every election.

(10 votes)

Tied-2 or 3 or 4) NGOs/Pub agencies.

“Utilize new technologies and social media to reach young audiences.”

(10 votes)

5) Public agency:

“Locate outdoor facilities in urban core.”

(7 votes)

6) Citizen:

“Don’t be afraid to turn off the TV – send the kids outside.”

(6 votes)

NOTES FROM THE MEETINGS:

Connecting children, families and communities-Communications

17 people

Group visions:

Kids do what is close to them—communities with green spaces between them. Not subdivisions all packed together. Green space integrated throughout the community.

Know how to obtain a connection—where to get the information—where to go for the link.

Much more diversity in nature—diverse human population, not a lot of white guys. Diverse community and they are out in nature.

We must take nature to the urban kids. Introduce to the sights and sounds (out of doors), then after that stage, you hope a percentage of the kids have a desire to go on field trips and visits to nature. You must get them at a young age—must take it to the urban kids. It wont necessarily be big nature centers next to school, but smaller programs. Take it through the teachers and kids at the same time.

It isn’t just the urban kids, there are many problems that all add together.

New environmental legislation is coming for state depts. To create state environmental plans. Environmental education in the schools.

Personal experiences are what get people in nature—school experiences/etc. reinforce, but it always starts with a family value/connection.

Family doesn't hold a traditional meaning anymore. It isn't always 2 parents and 2.5 kids families

We need more community gardens, and more access to community gardens.

Every teacher will have had Aldo Leopold training—there are community programs. All departments will be working together—even health dept. w/obesity. Comprehensive programs

Perhaps school groups won't be attending because of gas costs.

Statewide trail network w/easy access to parks and rec. areas.

Outdoor classrooms at every school. At schools, walking paths and nature centers.

Nature is not separate but is part of us and is around us all of the time. Prosperity is not things.

Partnering between all 5 groups—people will leave egos behind. Collaboration within the community.

Connectivity is the future—greenways will be around in the future. Broader thinking with recreation, outdoors, and environment.

Future dev. Must include open space.

Outdoors is not just a place for recreation—there are green spaces everywhere.

Provide incentives to obtain goals—green cities and tree awards. Provide reasons to go green. More understanding of whole living in the schools.

Mass media to make it cool to do outdoorsy things. Not government agencies—hunting fishing, active things should be cool.

Educating the benefits of being green and integrating—homes on greenways sell first.

What do you want to tell to:

Politicians: Pass the NO Child Left inside act. (10)

Planning and zoning ordinances and transportation ordinances that include green spaces.

Must look at sustainability. Don't change after every election. (10)

Take bold steps- do not fear to take bold steps in alternative energy—allocate money for things like smart grids, automobile standards. (3)

Support sustainability and Legislate.

Green infrastructure isn't just for current issues, but can contribute to decreasing future societal problems like crime, etc.

Offer tax incentives for connecting families with nature. (4)

Redesign environmental education legislation (curriculum) for schools. (1)

Public agency:

Provide outdoor classrooms. (1)_

Locate outdoor facilities in urban core. (7)

Organization that connects families with outdoor mentors. (Pass it On in Kansas)(4)

We need to find data and relevant examples that articulate that there is an environmental, social, and economic benefit to incorporating a green infrastructure. (5)

Provide funding for outdoor experiences and environmental education.

You must have interagency cooperation to get leverage funding and expertise to provide experiences. (2)

Use technologies and social media to reach young audiences. (6)

Develop an aggressive program to involve minorities in outdoor activities. (3)

Partner with minority organizations for continuous outdoor exp. Programs (3)

Practice what we preach (1)

Businessperson:

Organization that connects families with outdoor mentors. (Pass it On in Kansas) (2)

Support programs that support youth in nature because 1/20 jobs is connected to the outdoors.

Providing green space at work will give a more productive and healthier workforce. (2)

Business plans should include consideration for outdoor components. (3)

Provide funding for outdoor experiences and environmental education. ()

Cooperate with new environ legislation locally. (1)

NGO:

Use technologies and social media to reach young audiences. (4)

Identify outdoor fields and Provide scholarships for minorities. (2)

Partner with minority organizations for continuing outdoor experience programs.

Partner with public agencies-it needs to be in the mission statements. Provide funding for outdoor experiences and environmental education.

Organization that connects families with outdoor mentors. (Pass it On in Kansas)(5)

Provide funding for outdoor experiences and environmental education.

Support your outdoor opportunity provider, ngos, parks, etc. Through funding, user, volunteers, votes, etc. (1)

Practice what you preach. (1)

Citizen:

Next time you go outside, take somebody out with you. Become a mentor.

Organization that connects families with outdoor mentors. (Pass it On in Kansas) (9)

Support your outdoor opportunity provider, ngos, parks, etc. Through funding, user, volunteers, votes, etc. (5)

Encourage your children/g-children to be involved in the outdoors and participate.

Don't be afraid to turn off the TV – send the kids outside. (6)

Educate yourself that there are physical and mental benefits to being outside. (1)

Help maintain green space. (1)

Demand outdoor classrooms and use them. (2)

Promote outdoor educated people to run for office. (3)

GOAL: Acquiring Public Land for Outdoor Uses

ACTION: Build stronger connection between the Public and public lands.

Key Recommendations

--Building public connection/valuation of public lands

- have clear acquisition strategy that is well communicated
- make sure it serves diverse people/geography
- open dialogue with those who don't see need for public lands

--Increase availability of options for private land conservation

- e.g. conservation easements, farmland protection

Sales pitch for public land has to be targeted to audience

Politician Conversation

Governor can have impact on bringing multiple interests to the conversation
Local politicians can give you public pulse, attitudes towards additional public land
Land out of production
Land off the tax rolls
Payment in lieu of taxes may exceed previous tax payments

Public Agency Conversation

Need discussion with those who can appropriate the funds for acquisition

Closest agency with property

Public perception of the need for public land acquisition

What is the purpose? Public access, conservation/protection?

Demonstrate need and ability to manage additional land and provide access

Depending on use of the property, government ownership may not be best option

NGO's can have role in acquiring public land

Closer integration with city/county planning – multiple use planning

Business Conversation

Business with direct relationship to use of resource

- Creation of additional businesses tangential to use
- Quality of life effect on workforce
- Identify business leaders that share passion

- Strategic benefit of acquisition, long term plan
 - Break down of current use for multiple purposes, (parks, ball fields, highway right of way)

- Comparison to other states

- Public partnerships with private funding sources (matching funds)

NGO conversation

- Make the relevance of mission clear
- Overlap of mission and goals
- Increase availability of funds
- Habitat vs. species specific
- Broadening of mission overtime
- Cooperation with other NGO's
- User groups (horseback riding, whitewater, fishing, etc.)
- Use of conservation easements and trusts

Citizen Conversation

- Identify opposition and look for common ground, begin conversation

- Someone you know

- Inclusive of other org's

- 4-H project for media message, children creating public service message for outdoors

- History Day – environmental history

- Strengthen public's perception/understanding of the value of public lands

Broader Conversation

- Go where the people are

GOAL: Develop Organizational Structure Reflecting Collaborative Need

ACTION: Establish Governor's Task Force on Future of Missouri Outdoors.

Develop leadership and ownership by:

1) Developing a governors task force on the future of Missouri Outdoors: State and Federal Agencies, NGO's, citizens, legislators (Concern about including the term "outdoors" because of a fear of unintentionally reducing groups for collaboration) Ensure inclusion of education, health care...these groups are examples of folks that would probably not show up if "outdoors" is the platform.

2) Ensureing assemblage of diverse interests; organization of organizations (Look at what we have as a way to get groups together. CFM got us here) Good start. How do we expand the group to include a more diverse group for collaboration?

3) Looking at existing models (Chicago Wilderness, MoBCI, Teaming With Wildlife) loose networks of state, federal, NGO, education, health, business etc.

System needs structure but needs to be loosely structured; emphasis on collaboration of the group rather than lead or controlled by a single entity.

Develop common legislative agenda.

Strategic direction dependent upon goals & SWOT analysis

Need a way to measure progress

Incorporate extensive public engagement opportunities into procedure

Effort needs to be sustained and allow for ongoing input and momentum that was started here at the Summit

Effort needs to have a timeframe to measure progress

GOAL: Promote Stakeholder Input

ACTION: Assess what Outdoor experiences Missourians value, and respond with relevant, integrated services.

Continually assess what a diverse Missouri public values and respond with integrated and relevant outdoor experiences which catalyze citizen awareness, appreciation, ownership and advocacy.

Watershed groups, stream teams and NGOs serve as a model for this approach.

Continually assess changing values and engage stakeholders to meet them where they are so that they are empowered to contribute to solutions. Outdoor successes will result.

Identification of stakeholders is imperative.

Because of population growth, citizens are demanding clean water, clean air, open space etc. as quality of life issues.

Need to move from identification of issues to action items and advocacy.

Agencies can serve as catalysts, but can't own or lead without citizen participation, action and advocacy.

Identify opportunities and strategies to get engagement of those in urban areas, what things are important to them, open space, recreation opportunities, etc.

Agencies must have the courage give up control, listen to the public and react accordingly. Seventy-five years ago and in the years since, the citizens drove the efforts that led to the successes we have enjoyed so far and we must give them the opportunity to do so again.

Ask stakeholders how agencies can better provide them with information in ways that are convenient to them.

Need to focus on non-user groups.

GOAL: Helping private landowners

ACTION: Identify/develop mechanisms that keep land in private ownership, and motivate landowners to allow access.

- Increase landowner assistance capacity – engage NGOs to assist private landowners with assistance – not just \$ but membership involvement to provide assistance. (beyond government capacity to meet needs) (8)
- Engage all interests (landowners, large business, etc) so increase what can be accomplished on private lands (0)
- Develop/identify mechanisms that keeps land in private ownership and that also benefits conservation (changes to tax law, i.e. estate tax changes; conservation easements; address liability issues, etc). (12)
- Create programs to encourage families/younger generations to participate in the Outdoors in partnership with private landowner opportunities. (3)
- Ensure all interests are protected in the development of new private land opportunities. (0)
- Educate/motivate landowners to get engaged in conservation (financial/educational opportunities; allow access) – don't make me; make me want to) (7)
- Establish tax credits for landowners doing the right thing (establish new innovative / \$ mechanisms)
- Encourage business interests to be part of conservation (small businesses that support conservation – take burden off government) (2)
- Establish programs to encourage access to private lands for recreation (multi-faceted program addresses liability, financial incentives, etc) while protecting landowners' rights. (3)

- Establish funding mechanisms (public/private) to allow incentive for outdoor recreation/access on private lands (ex. Texas system) (5)
- Market/educate access opportunities to landowners (ex. let landowners know they could make \$ via leasing – incentivize opportunities) – target younger generations – they are the future funders.)(8)
- Market existing landowner services better (1)
- Communicate / educate politicians about the economic incentives of conserving (i.e. management plans) meet them where they are at. (0)
- Create sustainable farm bill programs that will stand the test of time – ensure sustainable funding. (0)
- Create holistic legislation that achieves conservation & allows landowners to do what they want; ensure future generations options on use of land. (7)
- Create friends groups (landowners focusing on larger conservation goals) – integrated planning (7)
- Foresters are involved in all timber sales 0 forest management plans. Professional management of MO forests – private lands (0)
- Fire as a management tool (0)
- Establish one-stop shopping for landowner assistance * advice (ease/use/access) (5)

GOAL: Clean & healthy air.

ACTION: Develop statewide clean & healthy air plan.

CRITICAL TO EVERYTHING WE DO

THREATS

Two biggest threats – **population growth** and **how we produce energy**.

- 1) Greenhouse gases
- 2) Sea level rise – forced increased populations coming to MO-greater demands placed on all our natural resources
- 3) Diminishing forests
- 4) Lack of alternative energy issues
- 5) Concrete jungles
- 6) It's a Global Issue – (China, limited control – can't be controlled locally.)
- 7) Weather changes/patterns—potential to become more severe
- 8) Take air for granted/people don't know how to get "their hands around it."
- 9) Biggest users of power -- individuals collectively and industry -- biggest "polluters"
- 10) USA – most diverse population—difficult to develop consensus
- 11) Smoking population

OPPORTUNITIES

More acres of managed forests – less exposed soil—technology improvements

- 1) Advanced technology
- 2) Improved energy resources
- 3) Education component – making people more aware of concerns/issues
- 4) Develop more comprehensive approach vs. band aid approaches

- 5) Stimulus money for “clean diesel”, retrofitting school buses, etc.
- 6) Confined animal feeding operations – example of finding workable solutions
- 7) Lead bullet contamination – successful outcome
- 8) Increased “partnered” opportunities between agencies and private sector.
- 9) Well managed forests—helps “heal” other areas of air quality.

GOAL: Statewide Clean and Healthy Air Plan that addresses:

- 1) Advanced technology for clean and alternative energies and**
- 2) Energy conservation;**
- 3) Promotes sustainable forests;**

Through:

- 1) Providing economic benefits to encourage these activities.**
- 2) Increasing public education on above topics.**
- 3) Engaging appropriate stakeholders and public participation.**