

**KENTUCKY RECREATIONAL TRAILS AUTHORITY
MINUTES**

October 12, 2011, 11:00 a.m.

**Salato Wildlife Education Center
One Sportsman Lane
Frankfort, Kentucky**

Members Present: Ronald D. Cardwell, Vice Chair; Tim Cody; Patrick Collins; Dennis E. Crowley; E. Lee Davis; Don R. Gibson; Preston McLain; Kim Nelson; Sandy Runyon; Jenny Sewell; Matt Sawyers, Deputy Secretary, Tourism, Arts and Heritage Cabinet (TAHC) (designee); Lynn Soporowski, Kentucky Transportation Cabinet (KYTC) (designee); and Karen Wilson, Energy and Environmental Cabinet (designee) Kristen Branscum, Department of Agriculture (designee)

Members Absent: Virginia L. Grulke, Chair; Debra K. Balliet; Mark Barrow; Wanda D. Bedard; Oran Little, Ph.D.; Greg Rankin; Jeffrey D. Spainhour; Mark Cramer, Department of Fish and Wildlife Resources (DFWR) (designee); Boyce Wells, Justice and Public Safety Cabinet (designee)

Guest and Staff Present: Karen Armstrong-Cummings; Cindy Griffith, Lt. Governor's Office; TAHC Staff: Elaine Wilson, Executive Director, Office of Adventure Tourism Seth Wheat, Adventure Tourism Assistant; and Mary Jean Atchison, Executive Secretary

WELCOME AND CALL TO ORDER

Mr. Cardwell, Vice Chair, welcomed everyone and recognizing a quorum present called the meeting to order.

APPROVAL OF MINUTES

Mr. Cardwell explained the Minutes of the July 27, 2011 Kentucky Recreational Trails Authority (KRTA) meeting were unavailable and could not be approved.

EXECUTIVE DIRECTOR'S REPORT

Ms. Wilson highlighted items / events in the report. See Executive Director's Report attached.

COMMITTEE REPORTS

Trail Development Committee: No written report provided.

Trail Management Committee: No written report provided

Trail Education Committee: No written report provided.

Finance Committee: No written report provided.

Board Management Committee: No written report provided.

Legislative Committee: No written report provided.

Special Task Force for Legislative Changes in 2012: No written report provided.

OLD BUSINESS

KRTA Tool Kit: Ms. Wilson reviewed the Tool Kit and stated she would send it electronically to all the members. She asked that the members review carefully and send any additions or corrections to her to be revised. Mr. Davis suggested a mission and how adventure tourism can be advantageous to the economy be included and be the first section.

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KRTA Funding: License plates sales specific to KRTA was suggested as a means to raise money.

Mr. Cardwell made the following motion: I move that in order to better execute the mission of KRTA and thereby expand Adventure Tourism in the Commonwealth, KRTA explore all appropriate funding sources, including but not limited to, the sale of license plates promoting Adventure Tourism. The plates should be aesthetically pleasing and appeal to a broad spectrum of outdoor enthusiast. Proceeds of the funds raised from plate sales shall be directed toward KRTA. Additionally, we should act upon this in a “time is of the essence manner”.

Mr. Collins made a motion to approve the above motion; Ms. Runyon seconded. Motion carried by voice vote.

Trail Town – A Tourism Economic Development Project: Ms. Wilson stated the Governor and First Lady and the Lt. Governor’s office are behind this type of project because of the potential economic tourism development impact it can have for a community. This has an excellent way for local communities to tap in to the adventure activities in their area. Ms. Wilson asked that the members approve this project to make it a KRTA economic incentive project and have it placed on the website.

Mr. Davis made a motion to approve the project; seconded by Mr. McLain. Motion carried by voice vote.

KACO and Liability Insurance Options: No report

Affiliate Program Promotion and Public Relations Plan: Ms. Wilson reviewed the promotional plan to help promote affiliate membership to KRTA. (Plan attached) She asked for approval from the KRTA members.

Mr. Cardwell made a motion to approve the Affiliate Program Promotion and Public Relations Plan; seconded by Mr. Cody. Motion carried by voice vote.

USER GROUP REPORTS –

ATV, OHV, Equine, Cycling, Hiking or Biking

OTHER BUSINESS

Next meeting date is scheduled for November 16, 2011.

ADJOURN

With no further business to discuss Mr. Cardwell adjourned the meeting.

Ron Cardwell, Vice Chair

Mary Jean Atchison, Executive Secretary
Tourism, Arts and Heritage Cabinet