

**KENTUCKY RECREATIONAL TRAILS AUTHORITY
MINUTES**

September 4, 2008, 2:00 p.m.

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**Capital Plaza Tower Auditorium
500 Mero Street
Frankfort, Kentucky**

Members Present: Virginia L. Grulke, Chair; Carolyn C. Belcher; David L. Campbell; Ronald D. Cardwell; J. Patrick Collins; Alvin J. Cox; Dennis E. Crowley; Jerry P. Hancock; W. Preston McLain; Kim Nelson; D. Brian Patton III; Sandy Runyon; Jenny Beshear Sewell; Malcolm C. Winsper; Marcheta Sparrow, Secretary, Tourism, Arts and Heritage Cabinet; Jon Gassett, Commissioner, Department of Fish and Wildlife Resources; Keith R. Damron, Kentucky Transportation Cabinet designee; Boyce Wells, Justice and Public Safety Cabinet designee; Bill Burger, Environmental and Public Protection Cabinet designee; and Kristen Branscum, Department of Agriculture designee

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Members Absent: L. M. Caudill; E. Lee Davis; and Charles Oran Little

Guest and Staff Present: First Lady Jane Beshear; Lieutenant Governor Daniel Mongiardo; Adam Johnson, Danville/Boyle County Convention and Visitors Bureau; Kim Butterweck, and Tom Kokai, New West; Kay Berggren, Kentucky Tourism Council; Jon Grace, Bell County Fiscal Court; Larry Davis, Marshall County Health Department; Wesley Clark, Franklin County Health Department; Michael Harford, Morehead State University; Charles Hurt; Alice Howell; Mardy Smith, American Quarter Horse Association and Kentucky Quarter Horse Association; Sherry Otto, Cumberland Chapter of the Sierra Club; Edith H. Conyers; Kentucky Back Country Horsemen and KHC – TREK; Joel Little, Kentucky Appalachian Outdoor Adventures; Emily Dennis, Fort Harrod Back Country Horsemen; Andy Mead, Lexington Herald-Leader; Cathy Lindsey, Governor's Office, Nancy Browlee, Division of Real Properties, Finance and Administration Cabinet; Jodie McDonald, Diane Neel and Kelli Wilson, Department of Local Government; *Tourism, Arts and Heritage Cabinet:* Matt Osborne, Director, Adventure Tourism; Mona Juett, Program Coordinator, Chris Kellogg, and Cheryl Hatcher, Deputy Commissioner, Department of Travel; Barbara Atwood, Executive Director, Office of Administration and Research; Todd Cassidy, Director, Economic and Community Development; Mark Marraccini and Darin K. Moore, Department of Fish and Wildlife Resources; Mary Jean Atchison, Executive Secretary

WELCOME and INTRODUCTIONS

Ms. Grulke, Chair, welcomed everyone. Recognizing a quorum, she called the meeting to order and introduced the special guests; First Lady Jane Beshear and Lieutenant Governor Daniel Mongiardo.

The First Lady spoke about the goal of *Adventure Tourism*; to create a whole new era for the state of Kentucky by showcasing the beauty of the Commonwealth through outdoor recreational opportunities. There are innumerable ways to enjoy the Commonwealth, from the mountains in eastern Kentucky, to the water lands in western Kentucky and from our State Parks to our National Recreational Lands. During the process of creating outdoor recreation opportunities, we must be mindful of our natural resources and take care of the beauty of the Commonwealth. Adventure Tourism offers a new opportunity to grow industry and commerce in our state and it provides the opportunity to take care of our people and natural resources, which makes our state great.

[She stated she would like to set an ambitious goal of 2010 to complete a Cross Kentucky Trail System so that our guests for the Alltech/FEI World Equestrian Games can enjoy all the Commonwealth has to offer by horseback.](#)

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She thanked the members of the Authority for agreeing to serve and shared her desire to work with the Authority as much as possible to advance Outdoor Recreation in Kentucky. She also expressed her desire to be a supporter, an advocate and a spokesperson for *Adventure Tourism* with the Governor and Lieutenant Governor.

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In the same manner, Lieutenant Governor Daniel Mongiardo thanked the members of the Authority for serving and showing their support of *Adventure Tourism* and mentioned it is a priority of the administration. Governor Mongiardo mentioned that Eastern Kentucky's major economic engine has traditionally been the coal industry. He adds that throughout history, many politicians have tried to place avenues for economic development that are not a natural fit. Because of a lack of infrastructure, what works in northern Kentucky does not always work in Eastern Kentucky. The strength of local assets has not been taken advantage of in the coal fields to adequately support economic development in that region. The goal of Senate Bill 196 is to gain more access of private land for outdoor recreation: some land to be put into conservancy, some land to be used for ATV (All Terrain Vehicle) trails, or some land to be used for wildlife management. The Lieutenant Governor added that additional access to land will be done in an environmentally sound and law abiding manner, protecting all lands and all interests

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Governor Mongiardo announced we would like to develop a multi-use recreational trail system that would become self funded through a permit system. In doing so, there can be oversight of activities and enforcement of regulations to make sure the trails are used safely and properly. A self funded program will also ensure that trails can be properly maintained and remain safe for use.

He added that we want to provide trails, land and water access for all types of outdoor recreation. If we can expand our lands for recreational purposes, everyone wins and when we do it together it is synergistic.

Eastern Kentucky currently draws tourists because of the trails in the coalfields. They come from all across the state and even Romania and Spain have documented visitors to ride four-wheelers at the Black Mountain Off-Road Park in Evarts. This opportunity has not been marketed in the past the best it could, however, if you Google ATV trails, Evarts, Kentucky is home to the number one trail system in the country. The trails of Evarts have opened new doors for economic development in Harlan County, historically one of the poorest in the state. If these opportunities are marketed, Kentucky's Outdoor Recreation will be unlike anything in the world. If we can develop this land and decide together where we want these trails to go, the possibilities for the Commonwealth are limitless. We can start marketing this to the country and develop a trail based economy in rural Kentucky where we have a difficult time developing industry. This is important for Lexington, Louisville and Northern Kentucky so they can keep their tax dollars home for more investment in metropolitan economic development structure.

Our goal is for the whole family to have something to do, ride/hike or fish/hunt for a day or a week. Connecting all counties by trails is a goal; from the park system circumventing Jefferson County to Fayette County to McCracken County to Harlan County to Northern County; no county will be excluded. We need to do this in a sustainable manner so our kids and grandkids and great-grandkids can enjoy it as well.

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Secretary Marcheta Sparrow stated that she and Tourism, Arts and Heritage Cabinet (Cabinet) was excited about the Adventure Tourism initiative and Senate Bill 196 can act as a springboard for much bigger things. She has said the Kentucky tourism industry has ignored for the past 30 years outdoor recreational opportunities, but there is no reason why Kentucky cannot be on the forefront of *Adventure Tourism* and no reason why people should go west for *Adventure Tourism* activities when they can do them in Kentucky. Our outdoor recreation opportunities are one of our greatest assets.

The Authority is attached to the Cabinet for administrative purposes; the staff is here to serve and work for you; and to make this a successful initiative.

ROLL CALL AND CALL TO ORDER

Ms. Grulke explained that Senate Bill 196 increased the membership of the Authority to 23 representing various user groups and state officials. As she called the roll, she asked members to introduce themselves and the organization or recreational purpose they represent. Ms. Grulke recognized there was a quorum present and called the meeting to order.

APPROVAL OF MINUTES

Ms. Grulke asked for a motion to accept the Minutes of the April 16, 2008 minutes. Mr. Burger made a motion to accept the minutes and seconded by Mr. Cox. Motion carried by a voice vote.

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DIRECTOR'S REPORT

• Overview:

- Senate Bill 196 (copy filed with Minutes)

Mr. Osborne reported Senate Bill 196 became law (KRS 148.795) and introduced Melanie Taylor, Attorney, Tourism, Art and Heritage Cabinet, who gave an overview and answered questions regarding the bill. The bill amended KRS chapter 148.795, including the membership of the Recreational Trails Authority, it authorized the Authority to hold property through contract, purchase, easement or lease. The Bill also permits the Authority to promulgate regulations, including the establishment of a permitting system. Another aspect of the bill charges the Authority with the responsibility of studying and enforcing illegal trespass on private property and gives enforcement power to the Department of Fish and Wildlife Resources for all of Kentucky's trails.

- Kentucky Recreational Trails Land Agreement: The Legal Department for the Cabinet will administer all Kentucky Recreational Trails Land Uses Agreements (The Kentucky Finance and Administration Cabinet is the ultimate landlord for all Commonwealth owned property). The Department has been working with attorneys in the Finance and Administration Cabinet to develop a land agreement to help facilitate trail development. The land agreement will be tailored to meet the needs/desires of the individual landowner while enabling the Authority to hold interest in the land.

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- Liability Protection: By closing loopholes, this new law clarifies and enhances the liability protection that already existed in Kentucky's Recreational Land Use Statute (KRS 411.90.)

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• **ATV Trespassing Study**

Mr. Osborne stated the Cabinet, on behalf of the Authority, is working to enter into a Memorandum of Agreement with Morehead State University to study ATV trespassing. We are looking into why it happens, where it happens, what can be done to enforce the laws in existence, and what can be done to prevent trespassing on public and private property. Dr. Michael Harford, Morehead State University is directing the study on behalf of the university.

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As proclaimed in Senate Bill 196, a report is to be submitted to the Legislative Research Commission by December 15, 2008

- **Marketing**

Mr. Osborne introduced Cheryl Hatcher, Deputy Commissioner, Department of Travel, who gave a presentation on past marketing of *Adventure Tourism*. She stated tourism is Kentucky's third largest industry and Adventure Tourism has been a part of the states marketing campaign for ten years or more, both domestically and internationally. There are three international offices that work for the Department of Travel located in London, Japan and Canada and every effort is being made to market Kentucky on the world scale.

- Mr. Osborne announced he will be attending the Adventures in Travel Expo in Chicago again this year;
- the brand will continue expand as we learn what outdoor recreation opportunities are in the state;
- the blog will go live September 8, giving Kentuckians the opportunity to discuss their adventures and interact with other adventure seekers; and
- *Adventure Tourism* had a booth at the State Fair and a number of press releases were made to help market *Adventure Tourism*.

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SPECIAL PRESENTATION

Mapping

Mr. Osborne introduced Kent and Kim Anness, Department of Geographic Information, Commonwealth Office of Technology, Finance and Administration Cabinet who gave a presentation on *The Cross Kentucky Trail Project* a Geographic Information System (GIS) and Global Positioning System (GPS) project to digitally map recreational trails in the Commonwealth. Mr. Anness explained how important it is to take advantage of this opportunity for the progression of trails in Kentucky and how easy it is to do. The project's goal is to map the trails in Kentucky on both public and private lands by collecting GPS data from individuals and incorporating that data with the Commonwealth's.

This capability will allow anyone, anywhere, to look at trails in the state on a ground level view, find trailheads, and locate points of interest on the interactive map. The map will continually be updated as agencies and individuals update their inventories and gather more data.

They, also, urge individuals to help with the input of trails by entering the required data information in a GPS file through upload component through the website.

NEW BUSINESS

KRTA Internal Work Groups

Ms. Grulke led the members through a discussion of what issues the KRTA needs to address. The following are the top issues that came out of the discussion:

- Strategic Development
- Regulatory Development
- Standards Development
- Research/Establishing Information
- Liability
- Funding Sources
- Environmental Concerns
- Marketing and Communications
- Pilot Studies
- Safety and Training

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Ms. Grulke stated a survey of these issues would be sent via e-mail for the members to prioritize and utilize their individual assets. At the next meeting, work groups will be formed to address these issues on a more intimate basis.

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GUEST

Ms. Grulke asked the guests to introduce themselves and opened the floor for questions and comments from the audience.

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- <#>Pilot Studies¶
- <#>Safety and Training¶

DISCUSS NEXT MEETING'S DATE

It was discussed that there would be monthly meetings (October and November 2008) until 2009 and then it would become a quarterly meeting. It was mentioned that conference calls can be utilized for members who cannot physically attend.

The next meeting will be 11:00 a.m. EDT, Thursday, October 16, 2008, the location will be announced.

PRESENTATION

Ms. Grulke and Mr. Osborne presented Kristen Branscum, former Chair of the Kentucky Recreational Trails Authority, with a gift of appreciation for her previous hard work and dedication to the KRTA.

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ADJOURNMENT

Ms. Grulke asked for a motion to adjourn. Mr. McLain made a motion to adjourn and Mr. Hancock seconded. Motion carried.

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Virginia L. Grulke, Chair

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

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