



NATIONAL SUMMIT FOR GATEWAY COMMUNITIES

December 12-13, 2018

National Conservation Training Center (NCTC)
Shepherdstown, WV

DRAFT AGENDA

The National Summit is bringing together gateway communities, their partners, and experts from conservation, community and economic development, recreation and tourism, planning, and other creative fields to highlight success stories and lessons learned while engaging in robust discussions that lead to specific actions for invigorating the future of gateway and rural communities.

TUESDAY 12/11/18

- 1:00 – 7:00 pm REGISTRATION CHECK-IN – *Foyer, Entry Building*
- 5:30 – 7:00 pm DINNER (*Informal*) – *Dining Hall, Commons Building*
- 7:30 – 9:00 pm OPENING RECEPTION – *Roosevelt Room, Commons Building*

WEDNESDAY 12/12/18

- 8:00 – 8:45 am OPENING SESSION – *Auditorium, Entry Building*

Welcome remarks from Summit Hosts and Keynote Speakers to open and celebrate this convening of gateway communities and their partners from across the country.

Ed McMahon, Urban Land Institute
Victoria Christiansen, Chief, US Forest Service
Katie Allen, The Conservation Fund
Mark Falzone, Scenic America



8:45 – 9:45 am

PLENARY 1: *The State of Gateway Communities in America* –

Auditorium, Entry Building

Discussion on the trends impacting gateway communities with a focus on key elements of thriving gateway communities with high standards for balancing nature and commerce.

Kendra Briechle, The Conservation Fund (moderator)

Secretary Cindy Dunn, Pennsylvania Department of Conservation and Natural Resources

John Wentworth, Town of Mammoth Lakes Council

Cheryl Hargrove, HTC Consulting

9:45 – 10:15 am

BREAK / *Transition to I-East*

10:15 – 11:45 am

CONCURRENT SESSIONS A – D

Session A – CASE STUDIES: New Models for Economic Vitality in Gateway Communities – Room 201, I-East

Highlights and discussion around the creation and implementation of creative, non-traditional economic development models that drive sector diversification and sustainable local gateway community economies.

Hannah Vargason, Natural Capital Investment Fund (moderator)

Carrie Hamblen, Las Cruces Green Chamber of Commerce

Abbi Peters, Pennsylvania Wilds Center for Entrepreneurship

Anthony Duncan, International Mountain Bike Association

Session B – CASE STUDIES: Balancing Promotion & Stewardship in Gateway Communities – Room 114, I-East

Examples of how to ensure the preservation and stewardship of natural and cultural heritage resources that provide the foundation for sustainable tourism. This session will address challenges related to being overwhelmed by tourism and solutions for communities facing changes that are challenging sustainability of resources.



[Session B continued]

Ed McMahon, Urban Land Institute (moderator & presenter)
Courtney Frazier, Colorado Dude & Guest Ranch Association
Mark Preiss, Zion National Park Forever Project

*Session C – TOOLS: Visioning and Capacity Building in Gateway Communities –
Room 111, I-East*

A process-oriented session that will focus on creative visioning and planning tools that lead to successful engagement of people and resources to solidify community focus and action, specifically discussing capacity building and system change by engaging diverse stakeholders.

Kendra Briechle, The Conservation Fund (moderator)
Doug Arbogast, West Virginia University Extension
Troy Waskey, Monongahela National Forest
Hannah Peterson, American Indian Alaska Native Tourism Association (AIANTA)
Elissa Garofalo, Delaware and Lehigh National Heritage Corridor
Carolyn Finney, PhD, Independent scholar/author/artist

*Session D – TOOLS: Innovation and Authentic Creative Place-Making in Gateway
Communities – Room 105, I-East*

Defining and illustrating creative place-making—What is it? What does it look like? How can it help cultivate new and renewed opportunities?—including the role of technology and other cutting-edge tools to revitalize communities and restore the authentic value of place.

Kennedy Smith, CLUE Group, LLC (moderator & presenter)
Ted Eubanks, Fermata, Inc.
Janet Balsom, Grand Canyon National Park
Mae Franklin, Cameron Chapter Member, Navajo Nation

11:45 – 1:00 pm **LUNCH** – Dining Hall, Commons Building



1:00 – 2:15 pm

PLENARY 2: Federal Agency Policies & Partnerships to Promote Gateway Communities – Auditorium, Entry Building

Federal public land agencies will provide perspectives, challenges, and creative opportunities to meet agency missions and engage with communities, visitors, private entities, and other government partners.

Mark Falzone, Scenic America (moderator)

Robert Ratcliffe, National Park Service Conservation & Outdoor Recreation Programs Division

Toby Bloom, US Forest Service Travel, Tourism and Interpretation National Program

Linda D. Walker, US Fish and Wildlife Service National Wildlife Refuge System Visitor Services and Communications

Sally Butts, Bureau of Land Management National Conservation Lands

2:15 – 2:45 pm

BREAK / Transition to I-East

2:45 – 4:00 pm

BREAKOUT DISCUSSIONS PART I: Resource Solutions for Overcoming Barriers – various, I-East

Facilitated small-group discussion to identify resources and ideas for overcoming challenges and barriers on a variety of topics affecting gateway communities.

4:00 – 4:15 pm

Transition to Auditorium

4:15 – 5:00 pm

DISCUSSION REPORT OUTS – Auditorium, Entry Building

5:00 – 5:15 pm

DAY 1 CLOSE – Auditorium, Entry Building

5:30 – 7:00 pm

DINNER (Informal) – Dining Hall, Commons Building



7:30 – 9:00 pm NETWORKING RECEPTION AND SHARE FAIR – *Roosevelt Room, Commons Building*

THURSDAY 12/13/18

8:00 – 8:15 am ANNOUNCEMENTS – *Auditorium, Entry Building*

8:15 – 9:30 am PLENARY 3: Perspectives on Equity, Diversity, and Inclusion in Gateway Communities – *Auditorium, Entry Building*

A moderated panel discussion on the development of diverse, inclusive and equitable gateway communities that meet the preferences, culture, heritage and lifestyles of marginalized populations to build rich connections to the outdoors and place; specifically related to influencing policy, destination development and access.

**Angelina Yost, US Fish and Wildlife Service Urban Wildlife Conservation Program
(moderator & presenter)**

**Carolyn Finney, PhD, Independent scholar/author/artist
Ed Hall, Bureau of Indian Affairs**

Joel Pannell, Sierra Club, Outdoors Alliance for Kids

9:30 – 10:00 am BREAK / *Transition to I-East*

10:00 – 11:30 am CONCURRENT SESSIONS E – G

Session E – CASE STUDIES: Livability for Residents of Gateway Communities – *Room 201, I-East*

An examination through case studies of key issues and needs of residents in gateway communities that jointly support asset-based economic development, such as affordable housing, public health, transportation access, and job creation.

Katie Allen, The Conservation Fund (moderator)



[Session E continued]

Sandra Whitehead, National Environmental Health Association

John Wentworth, Town of Mammoth Lakes Council

Cynthia Lapp, Starry Skies Lake Superior

Tim O'Connell, USDA Rural Development Innovation Center

***Session F – TOOLS: Growing Political Will for Gateway Community Initiatives –
Room 111, I-East***

Community change happens at the local level. A feature of tools and strategies from local champions for community-driven initiatives for natural resources, cultural heritage resources, and sustainable tourism who work to foster political capital for long-term commitment, understanding, and action by local decision makers.

Halle Czechowski, Southeast Tourism Society (moderator)

Destry Jarvis, Outdoor Recreation and Parks Services, LLC

Kalene Griffith, Visit Bentonville

August Carlino, Rivers of Steel National Heritage Area

Samantha Rocci, RV Industry Association

***Session G – TOOLS: Funding, Partnerships, and Investments to Strengthen
Gateway Communities – Room 105, I-East***

Hear about creative and strategic fundraising and investment models to implement community projects related to outdoor recreation and cultural heritage tourism in gateway communities, such as pay-for-success models, voluntary surcharges, and stewardship guidebooks.

Jessica Wahl, Outdoor Industry Association (moderator & presenter)

***Seth Brown, Quantified Ventures and Dawn McCarthy, Wayne National Forest, US
Forest Service***

Dawn McCarthy, Wayne National Forest, US Forest Service

Ray Foote, National Forest Foundation

Mark Preiss, Zion National Park Forever Project

Lisa Sharp, USDA Rural Development



11:30 – 12:45 pm LUNCH – *Dining Hall, Commons Building*

12:45 – 2:00 pm **PLENARY 4: *Built Infrastructure as a Foundation for Gateway Communities*** – Auditorium, Entry Building

A highlight of a range of infrastructure elements important to the success of gateway communities and how key partners and creative thinking have worked to get critical infrastructure needs in place—such as transportation access, brownfield redevelopment and utilities.

Hal Kassoﬀ, Scenic America (moderator)
Federal Highway Administration (invited)
John Horsley, John Horsley & Associates
Steve Burrington, Groundwork USA
August Carlino, Rivers of Steel National Heritage Area

2:00 – 2:30 pm BREAK / *Transition to I-East*

2:30 – 3:45 pm **BREAKOUT DISCUSSIONS PART II: *Action Solutions for Overcoming Barriers*** – various, I-East

Facilitated small-group discussion to identify actions such as policies, practices, and ideas for overcoming challenges and barriers on a variety of topics affecting gateway communities.

3:45 – 4:00 pm *Transition to Auditorium*

4:00 – 4:45 pm DISCUSSION REPORT OUTS – Auditorium, Entry Building



4:45 – 5:30 pm

PLENARY 5: *The Road Ahead for Gateway Communities* – Auditorium,
Entry Building

Engage in a discussion with leaders on the next steps and future needs and opportunities to sustain partnerships between public lands and gateway communities and build thriving places to live, work, and play.

Katie Allen, The Conservation Fund (moderator)

***Congressman David Cicilline, US Representative Rhode Island 1st District, America
the Beautiful Caucus (invited)***

Outdoor Industry Association (invited)

Mark Falzone, Scenic America

Larry Selzer, The Conservation Fund

5:30 pm

ADJOURN



SPONSORS:

- Appalachian Regional Commission
- Appalachian Trail Conservancy
- Federal Highway Administration
- RV Industry Association
- Scenic America
- The Conservation Fund
- US Fish & Wildlife Service
- US Forest Service

PLANNING COMMITTEE:

- | | |
|---------------------------------|---|
| Appalachian Regional Commission | Outdoor Recreation and Park Services, LLC |
| Bureau of Land Management | Pennsylvania DCNR |
| Chesapeake Conservancy | Scenic America |
| Federal Highway Administration | The Conservation Fund |
| Fermata, Inc. | Urban Land Institute |
| Future West | US Fish and Wildlife Service |
| National Forest Foundation | US Forest Service |
| National Park Foundation | USDA--Rural Development |
| National Park Service | WVU Extension Service |