



ACERT

Arizona Council for Enhancing Recreation & Tourism

**Meeting Notes
February 22nd, 2012
10:00 a.m. – 12:00 p.m.
Arizona Office of Tourism**

Members Present

Phyllis Riley – Bureau of Land Management
Don Applegate – Bureau of Land Management
Glenn Schlottman - Arizona Office of Tourism
Julie Gavin – Arizona Humanities Council
Kathleen Andereck– ASU SCR D Director

Sherry Plowman – National Park Service
Cynthia Blankenship – ASU/ACERT
Mike Conway – Arizona Geologic Survey
Leroy Brady – Arizona Department of Transportation
Joe Yarchin – Arizona Game and Fish Department

I. Introduction

Welcome everyone and introduce yourselves to the group - This meeting marks the Council's seventh meeting.

Note taking will be done by Courtney Barrett, Community Relations and Advertising Intern with the Arizona Office of Tourism.

II. Best Fest Recap

- Phyllis with BLM questioned the future use of the natural resource, science, conservation and technology pavilions being used in the Arizona Trail Symposium (held Spring 2013) versus destroying them. The idea was agreed to be a good one, but these would then need to be housed somewhere for storage.
- Most of the event was not as council had discussed, however, the exposure was agreed to be good for all.

III. ACERT Online Resources

A. Step One: Data Collection

- Glenn is currently working on gathering information for future ACERT Interactive Map
- Mike is willing to work with ACERT on future GIS Interactive Map creation to provide other avenues for website to showcase the best that Arizona has to offer.
- Phyllis sent all the information from the back of the map, but it is not geo-located. Courtney and Glenn have been gathering addresses, lat and long, and URLs for locations. Courtney will be sending over the Map Back Data Excel to inform group of the information that we are unable to retrieve – Glenn will send this to everyone as a request to pass along to their offices to help complete the collection of the missing data.
- Mike mentions that for building interactive maps they might use geo-active maps depending on how much data there is. Glenn adds that every time we need to update we would input a new excel – AOT could host a database, not a geo-database – First step would be displaying the basic

content that exists on the ACERT map and then developing more features and searchable categories.

- Glenn discusses what's beyond the ACERT map – Adding tribal museum information to map is suggested. In the past we talked about not getting away from the outdoor recreation focus of the ACERT map.
- Every 6 months public land maps are updated – forever being updated – and if this is the case then interactive map will always be up to date too.

B. Step Two: Funding

- Funding would ultimately be for the web development.
- AOT has a line item for ACERT. It is to cover the ACERT map, the redesign and printing, but it can always be re-appropriated.
- Keep an open mind to corporate sponsors
- Apply for grants to assemble data layers for OHV designations

C. Step Three: Web Development

- Phyllis mentions that a percentage of our population is not online in Arizona so the physical map is still necessary.
- The creation of the Interactive map's goal is to provide a new tool in order to let people plan their trips and use it while on the trip as well.
- Joe proposed the idea of allowing people visiting website the opportunity to order hard copy of map.
- Mike discusses that this interactive site should eventually be made into an app.
- Number one demand from the public to BLM is where to find OHV (off highway vehicle) maps.
- Phyllis states as a side note that the State Parks website shows users where official trails are but it needs to be updated because the ones listed might not even exist.
- Initial push we will focus on just the basic, what we have now.
- Mike will head up the subcommittee. The Arizona Geological Survey has the capacity and know-how to develop the online map.

IV. ACERT Map Reprint

A. Need for maps

- It was discussed to use what we have first until we are down to a smaller number
- Joe brought up the idea of trading around ACERT maps to members that are running out.
- After revamping the timeline for the map, the plan is to do a reprint in the Fall of 2012, possibly November.

B. Subcommittee

- Mike and Glenn will be heading up the subcommittees. Glenn will be starting with the data gathering from the physical map and passing that along to Mike who will work on the online map. Glenn and Mike will be in contact after the meeting to get this started.

C. Funding

- Funding will be discussed when subcommittee meets.

V. Updates to the Memorandum of Understanding (MOU)

- Glenn will send out current copy to all members after the meeting.
- Comments and ideas on current document are needed to see what changes need to be made and/or information added or removed.

- Universities and non-profits – Double-checked wordage on memorandum and that was determined as being fine.
- By next meeting we will hopefully have a completed document to sign.

VI. Roundtable Discussion

1. **ASU SCRD:** Launching a new master degree (online) in the Fall called “Sustainable Tourism”, Reviewing PhD student applications
2. **National Park Service:** Switch to different financial system (FBMS), fiscal year is going to be shorter, Visitation is down
3. **Bureau of Land Management:** Mobile business center design, Creating a strategy for what we are going to do to enhance Arizona’s attractiveness to foreign travelers highlighting ecological places, Projects to highlight Arizona and what it’s doing to take kids and families outdoors, America’s great outdoors
4. **Arizona Geologic Survey:** Partnerships, Department of Energy, 46 partners and 21 million dollars in year 2, U.S. Geological Survey, Arizonaexperience.org
5. **Arizona Humanities Council:** Arizona heritage traveler website is stagnant, looking for group or organization to take over and continue. Humanities Festival at Civic Space Park in October
6. **Arizona Game and Fish Department:** Watchable Wildlife webinar, Travel show, Wildlife Expo held on last weekend in March, Retooling Watchable Wildlife to specialize in events
7. **Arizona Office of Tourism:** Budget and funding struggle, 3 million approximate dollars are being negotiated, co-op program, ATU workshops and webinars, Governor’s conference (July 11-13)

VII. Next Meeting

The next ACERT meeting will be May 2nd, 2012 at the Arizona Office of Tourism.