

NAMRC Discussion Group October 30, 2017

SEMA Show Conference Room

Items the group felt were important

- Lead time on permits
- Declining membership
- Volunteering – get the younger out
- UTV – ATV - Group
- Forestry
- Manufacturer support
- Responsible recreation

Group discussion outcomes:

Group 1 -Lead time on permits

Agency policy

- Inability to recognize difference between race and a poker run
- 3 events all permitted for different modalities at the same time
- Reluctance to issue multiple year permits, update each year
- To cause the agencies to cooperate to streamline the process
- Recognizing different events, permits, multiyear permits and other information

Changes in club and record keeping does not keep up

- User end can keep better and long-term records than the agency
- Designate a person who know insurance and keep the records

Recognize difference between different land agency permits

- Hard to know when the lead time starts
- Gather together in one place that one needs to know to engage in the permit process
- Create a book with current rules, regulations for the federal lands with space for local lands
- Talk about how a person should communicate with the agencies

Questions and Comments

- #2 Possibly store in a web based system
- #3 Standardize the fee between the agencies
- #3 Not permits are the same
- #3 HR 289 – deals with permitting issues force agencies to standardized recreation permitting process, handled through different specialists
- #3 Some BLM likes the flexibility for the permittees some districts are easier to deal with

Group 2 - Declining membership

Youth demographic and perception of necessity of club membership

- Get parents involved
- Consider holding youth raffles and swag items
- Make events family oriented
- Consider an award for youth land use
- Consider youth has shorter attention spaces, make fun, etc.
- Marketing with kids in the program

Promotion of clubs/organizations/association with visibility and involvement

- Look for local vendors and associations to partner with
- Participate in social media
- Be very visible in volunteer activities
- Have a support list of vendors to call on
- Consider organizing training events

Proving out the value of the membership in competition for the dollar

- Get local companies to offer discount if show membership card
- Involve you vendors at events
- Give membership more of a voice of what they want out of organization
- Give a clear definition of what the club offers, break down regionally
- Dispel any myths about the dues go and spending
- Consider free or limited edition swag
- Publish regularly what we do
- Consider different membership levels, premium, etc.
- Have a clear marketing plan, business plan, vision and mission statement

Instant gratification of social media

- Link to social media that we trust
- Use our social media posts to link to website
- Encourage our members to join other sites and link back to our site
- Offer social media challenges to bring in new people
- Invite Facebook group owners to events
- Offer webinars
- Don't post stupid crap that can get us in trouble

Questions and Comments

- Social media – consider boosting your posts? Not the best way, not worth it
- C4W has a conservation and education scholarship
- WSSA has a conservation scholarship

Group 3 - Volunteering – get the younger out

Social media taking focus away from others

- Clubs do not use social media effectively

Ageing group of volunteers

- Mentoring younger volunteers
- Don't have enough big name "race Car" driver type attending our events

Lack of response to demographic shifts

- Get to know them and what our differences are

Ways to increase boots on the ground

Questions and Comments

- #1 - Don't understand why clubs don't use social media more effectively, share between different pages, once it is shared it will continue to be shared
- #1 – Tools can help, such as Hootsuite, make one post to many pages, might be the most cost effective
- #1 - We do not post what we do
- #1 - Volunteerism – typically the board of directors, handling the merchandize, do the social media
- #2 – Race Car driver, just a name attached to the event
- #4 – Make on the ground fun, push competitions and door prizes to make it fun, people like to come to events and have fun
- Do not be territorially, be cooperative, work with each other. Work with neighboring clubs
- Don't be gender specific in your marketing

Group 4 UTV – ATV

Agencies acceptance and acknowledgement that UTV/ATV is valid on the trail system

- Difficult to find a trail that is marked for UTV
- Start with local land managers point out inconsistencies that limit side x sides on the trails

State and local law changes

- Rules and regulations are easy to change they define how the laws are implemented
- Have to administratively work for the changes, then work to change laws if necessary

Design trail systems that will accommodate multiple modalities

- Design trails to eliminate issues with different type of modalities
- Look at the 50" rule
- Roads and trails have different engineering standards applied to them
- Trails have different standards (harder trails less maintenance) to roads

Shared ownership

- If you want the trails you need the volunteers to help maintain the trails

Questions and Comments

- NOVCC conference – back east they rent the property to build the trails, they don't have the cumbersome regulations that we have in the west
- Private property has different issues than public lands.
- Moab – BLM is looking at some trails only for full size due to over use of the UTV's. Need to look at the sustainability of the trail
- None of the trails in Moab were properly built to be sustainable
- UTV is a new sport, we need to educate them and come up with new concepts
- UTV will probable keep our trails going due to the amount of users

- We need to open our clubs and associations to all users or help them start their own trails
- Trail maintenance needs to continue, and needs to change due to the changes in vehicles, work with others collaboratively
- Are the UTV and ATV manufacturers approachable to teach them to use them responsibly.
- Consider talking to them about etiquette, they have no education.
- Are the businesses and after market manufacturers helping with the education
- Issues is interface between the users and the land owners due to speed and dust
- Get local state and highway involved in helping with making the changes
- The large dealers are beginning to see that if we don't work together their sales will fall
- Rentals are a large problem
- Need to come up with a way to work with them, but we should have a final product to give them
- Side x sides are changing rapidly, it isn't stagnate, they are getting wider, more powerful
- With getting wider, and faster more damage will occur
- UTV and ATV's are legal to ride on the road