



NAMRC

North American Motorized Recreation Council

November 4, 2019

Break Out Session:

What has gone right and helped OHV in your area

What could be done better and solutions for resolutions

Other ideas to discuss

- Apathy
- Communications
- Image
- Education
- Outlaws
- Leadership
- Report Out

What action items does the group have

Who are they assigned to

When are they due

Is the action item SMART (Specific, Measurable, Accountable, Realistic, Timely)

Group One

OHV Event

1. Communication
2. Know your volunteers
3. Give directions
4. Be a strong leader
5. Know your event
6. Is it right to fire a volunteer? Not all volunteers have the same enthusiasm level. Communicate with them and lead them.
7. Keep it fun and make sure volunteers are having fun

Group Two

Outlaws

- Know what outlaws are
- Working together in coalitions
- Numbers and users need to work together

NAMRC 2019 Break Out Session

- New user groups need structure
- Invite them to help you
- Provide the tools for use
- Etiquette
- Social media – need to put out the “good deeds” of what good you are doing
- Promote ourselves as “motorized environmentalist”
- Advertising through manufacturers
- Dealers recognize the younger generation. We need to find them
- Registrant’s for an event, give them a membership for free and ask for renewals



Group Three

Communications/Education

- Having a publication – written, electronic, devices that will address all forms
- Follow up
- Keep topics short, more subjects can lose interests (144 characters)
- Frequently
- Creating education environment ex: respect environment
- Each club become serious about a good descriptive website then out to social media. Follow up because social media has a short term attention span
- Link your club to the state organizations
- Put out valid information
- Code of ethics – need to push this information out in small pieces.
- Hashtags work only for Facebook, but can work to move a message

Group Four

Unity

- What are we doing right
 1. Beginning to look at OHV legislation
 2. We vote
 3. We volunteer
 4. Fighting for the same thing
- What are we doing wrong
 1. Do not get the word out, don’t advertise our history
 2. We do not mentor each other
 3. Etiquette/common sense
 4. Younger generation do not want to belong/no vested interest
 5. Turf wars/bias
 6. Blame game
 7. No collaboration with other groups
- Action Item
 1. Mentor up  mentor out 
 2. Get others involved
 3. Explain the benefits
- Most important issue is unity if you do not have it you cannot do the things we have discussed.
- Need to change this issue

Group Five

Apathy/Leadership

- Public lands
- Get buy in from agencies
- Designate different tasks
- Relationship with sponsors
- Show economic income for the area
- Use as a fund raiser
- Maintain vehicles and drivers in their class
- Designate responsible leaders and gunners
- Reward your volunteers (feed them, acknowledge them).
- Use a good image

Image

- Work with the agencies and see if they can attend
- Utilize your resources
- Bring corporate sponsors
- Build a business plan of the event

Assigned Action Items

Good of the Order

Next Meeting November 3, 2020, Location – Las Vegas

Adjourn