

MINUTES

DOE MOUNTAIN RECREATION AUTHORITY BOARD
October 15, 2013

The meeting of the Doe Mountain Recreation Authority (DMRA) Board was held on Tuesday, October 15, 2013 at 9:30 a.m. at the Toy F. Reid Employee Center, Eastman Company, Kingsport, Tennessee.

Board Members Present:

Larry Potter
Richard Strang
Gabby Lynch
Frank Arnold
Mike Farmer
John Gregory
Jerry Grindstaff
Roger McCoy (for Brock Hill)
Lawrence Keeble
Terry Maughon
Ray Stout
Alicia Summers
Dave Jones (for Susan Whitaker)

The meeting was called to order by Municipal Technical Advisory Service facilitator, Pat Hardy, at 9:38 a.m.

This was a specially called meeting of the DMRA Board to undertake a facilitated vision and goal-setting exercise.

Public Comment Period

There were no public addresses.

Planning Session

To begin, the Board discussed the general public's knowledge of the DMRA and their view of the DMRA. Public perceptions, both positive and negative, were identified.

P. Hardy then lead the Board through a "SWOT" analysis – the DMRA's Strengths, Weaknesses, Opportunities, and Threats were identified.

The group then worked to develop a mission statement to guide the planning process and to reflect the DMRA's overall purpose and values. The statement was developed after an examination of the basic legislative parameters under which the DMRA must operate. These parameters are:

1. "...to prepare comprehensive, long-range, site-specific master plans and to ensure compliance with such plans..."

2. "...to conserve the lands, waters, and wildlife of Doe Mountain in a manner protective of the resource...
3. "...to foster economic development for the people by the development and operation of multi-use, family-oriented outdoor recreation opportunities."
4. "The Authority shall be defined as an adventure tourism business ("...means outdoor recreational opportunities such as equine and motorized trail riding, rappelling, road biking, rock climbing, hang gliding, spelunking, shooting sports, mountain biking, canoeing, paragliding, zip lining and other such activities")."

After extensive work and discussion, the Board developed and agreed to adopt the following mission statement:

The mission of the Doe Mountain Recreation Authority is to transform Doe Mountain into a safe, fun, family-oriented, outdoor recreational destination that promotes local economic development while conserving and protecting its beauty, woods, water and wildlife.

Master Plan consultant Farmer-Morgan LLC then gave a presentation about the Master Plan's progress to date. An on-line recreation user survey is still ongoing and has generated over 1,200 responses so far. The week of November 4th marks charrette week, when Farmer-Morgan will host a five-day community workshop in downtown Mountain City during which any and all Johnson County residents, potential users of the mountain, and stakeholders may provide input to the Master Plan. Finally, the county elementary schools' Doe Mountain coloring contest will be completed in late October, with the finalists' work displayed at the charrette location. Winners from each grade will receive a prize.

As there was not sufficient time to complete the meeting's final agenda item (setting short-term goals for the DMRA Board to achieve), that exercise was re-scheduled to the November 5th regular Board meeting.

The next DMRA Board meeting will take place on Tuesday, November 5, 2013 at 1:00 pm in Johnson City, TN at the First Tennessee Development District office.

Adjournment

The meeting was adjourned at approximately 3:00 pm.

Respectfully Submitted By:



Gabrielle K. Lynch
Secretary/Treasurer