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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-SECOND SESSION

H. F. No. 4356

03/17/2022 Authored by Davnie; Hansen, R.; Ecklund; Noor; Jordan and others
The bill was read for the first time and referred to the Committee on Environment and Natural Resources Finance and Policy

1.1 A bill for an act
1.2 relating to natural resources; creating Minnesota Outdoor Recreation Office;
1.3 requiring a report; appropriating money; amending Minnesota Statutes 2020,
1.4 section 15A.0815, subdivision 3; proposing coding for new law in Minnesota
1.5 Statutes, chapter 86A.

1.6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.7 Section 1. Minnesota Statutes 2020, section 15A.0815, subdivision 3, is amended to read:

1.8 Subd. 3. Group II salary limits. The salary for a position listed in this subdivision shall
1.9 not exceed 120 percent of the salary of the governor. This limit must be adjusted annually
1.10 on January 1. The new limit must equal the limit for the prior year increased by the percentage
1.11 increase, if any, in the Consumer Price Index for all urban consumers from October of the
1.12 second prior year to October of the immediately prior year. The commissioner of management
1.13 and budget must publish the limit on the department's website. This subdivision applies to
1.14 the following positions:

- 1.15 Executive director of Gambling Control Board;
1.16 Commissioner of Iron Range resources and rehabilitation;
1.17 Commissioner, Bureau of Mediation Services;
1.18 Ombudsman for mental health and developmental disabilities;
1.19 Ombudsperson for corrections;
1.20 Chair, Metropolitan Council;
1.21 School trust lands director;

2.1 Executive director of pari-mutuel racing; ~~and~~
 2.2 Commissioner, Public Utilities Commission; and
 2.3 Director of the Minnesota Outdoor Recreation Office.

2.4 **Sec. 2. [86A.50] MINNESOTA OUTDOOR RECREATION OFFICE.**

2.5 Subdivision 1. **Establishment.** The Minnesota Outdoor Recreation Office is established.
 2.6 The governor, in consultation with the commissioner of natural resources and the director
 2.7 of Explore Minnesota Tourism, must appoint the director of the Minnesota Outdoor
 2.8 Recreation Office. The director's appointment is subject to the advice and consent of the
 2.9 senate.

2.10 Subd. 2. **Office; administration.** The commissioner of administration must provide
 2.11 administrative services for the Minnesota Outdoor Recreation Office. The Minnesota Outdoor
 2.12 Recreation Office must have locations in the cities of Ely and Winona.

2.13 Subd. 3. **Purpose; goals.** The purpose of the Minnesota Outdoor Recreation Office is
 2.14 to:

2.15 (1) increase participation in outdoor recreation by advancing equity, diversity, and
 2.16 inclusivity across the state's outdoor recreation sector;

2.17 (2) unite the state's outdoor recreation community; and

2.18 (3) unify communications among the state's diverse outdoor recreation sector by
 2.19 developing a shared narrative about the health, economic, and other benefits of outdoor
 2.20 recreation.

2.21 Subd. 4. **Duties.** To achieve the purposes of the Minnesota Outdoor Recreation Office,
 2.22 the director must:

2.23 (1) increase participation by:

2.24 (i) bringing outdoor recreation stakeholders together, including historically
 2.25 underrepresented populations, to develop a shared strategy to build community, improve
 2.26 cultural relevance, foster relationships, and facilitate an inclusive and safe outdoor recreation
 2.27 experience for all;

2.28 (ii) creating and implementing a marketing strategy to coordinate across public and
 2.29 private entities that welcomes historically underrepresented populations into the outdoor
 2.30 recreation community;

3.1 (iii) welcoming and integrating underrepresented populations as customers, owners,
3.2 employees, and vendors of outdoor recreation agencies, groups, and businesses;

3.3 (iv) identifying and developing solutions to overcome barriers such as cost and
3.4 transportation and creating new ways for accessing outdoor recreation activities;

3.5 (v) promoting and facilitating a culture of welcoming everyone outdoors by practicing
3.6 inclusivity and ensuring that historically underrepresented populations are equally valued;

3.7 (vi) promoting conservation strategies that connect diverse outdoor recreation groups
3.8 under a unified mission;

3.9 (vii) reviewing outdoor recreation trends and use patterns provided by the commissioner
3.10 of natural resources, Explore Minnesota Tourism, and other agencies; and

3.11 (viii) identifying what the public feels is missing in outdoor recreation and then
3.12 collaborating with other state agencies, residents, and businesses to provide those
3.13 opportunities;

3.14 (2) unite the state's outdoor recreation community by:

3.15 (i) bringing together users, government agencies, nonprofit organizations, for-profit
3.16 companies, and Tribal governments with an interest in outdoor recreation to build a united
3.17 community, drive relationships, and facilitate a shared vision for outdoor recreation in
3.18 Minnesota;

3.19 (ii) identifying stewardship and conservation priorities that will bring together diverse
3.20 outdoor stakeholders around a common goal;

3.21 (iii) annually convening outdoor recreation stakeholders, including underrepresented
3.22 populations, and measuring and sharing the benefits of coordinating at the event;

3.23 (iv) developing coordinated messaging and welcoming new narratives for Minnesota's
3.24 outdoors;

3.25 (v) ensuring all of Minnesota's varied geographies, landscapes, and recreation
3.26 opportunities are positioned as equal tenants within Minnesota's brand;

3.27 (vi) building, strengthening, and growing public-private partnerships at local, regional,
3.28 state, national, and international levels to unite the outdoor recreation community;

3.29 (vii) encouraging private sector partnerships to recognize the market potential of
3.30 historically underrepresented audiences;

4.1 (viii) promoting partnerships between communities, conservation, and stewardship
4.2 groups as well as outdoor user groups to maintain recreational infrastructure and preserve
4.3 Minnesota's natural spaces; and

4.4 (ix) encouraging conservation and outdoor recreation groups to work together more for
4.5 the common good; and

4.6 (3) unify communications by:

4.7 (i) defining and promoting Minnesota's unique value as a world-class inclusive outdoor
4.8 destination;

4.9 (ii) developing new communication mediums such as applications and mobile-first
4.10 strategies to reach target audiences;

4.11 (iii) strengthening land and water stewardship messaging and education in order to grow
4.12 public investment and attention from people who will help steward Minnesota's outdoor
4.13 resources;

4.14 (iv) developing best practices for outdoor recreation communication for the commissioner
4.15 of natural resources and Explore Minnesota Tourism;

4.16 (v) developing methods to amplify communication resources and to do more with less
4.17 through communication partnership creation and focusing these efforts both in and outside
4.18 Minnesota; and

4.19 (vi) measuring and communicating the return on investment of outdoor recreation
4.20 investments, specifically focused on measurable economic, health, and well-being benefits.

4.21 Subd. 5. **Powers.** The director of the Minnesota Outdoor Recreation Office may:

4.22 (1) direct and control money appropriated to the director;

4.23 (2) apply for, receive, and spend money for the purposes of this section;

4.24 (3) employ assistants and other officers, employees, and agents that the director considers
4.25 necessary for the purposes of this section;

4.26 (4) enter into interdepartmental agreements with any other state agency; and

4.27 (5) enter into joint powers agreements under chapter 471.

4.28 Subd. 6. **Report.** By January 15 each year, the director of the Minnesota Outdoor
4.29 Recreation Office must submit a report to the chairs and ranking minority members of the
4.30 legislative committees and divisions with jurisdiction over the environment and natural

5.1 resources and tourism on the office's performance in achieving its purpose under subdivision
5.2 3 and how money appropriated to the office was expended.

5.3 Sec. 3. **APPROPRIATION.**

5.4 \$..... in fiscal year 2023 is appropriated from the general fund to the director of the
5.5 Minnesota Outdoor Recreation Office for the purposes of Minnesota Statutes, section
5.6 86A.50.