

2020 Current Fiscal Year Report: Made In America Outdoor Recreation Advisory Committee

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1. Department or Agency

Department of the Interior

2. Fiscal Year

2020

3. Committee or Subcommittee

Made In America Outdoor Recreation
Advisory Committee

3b. GSA

Committee No.

2638

4. Is this New Fiscal Year?

No

5. Current Charter

03/13/2018

6. Expected Renewal Date

03/13/2020

7. Expected Term Date

8a. Was

Terminated
During
Fiscal Year?

Yes

8b. Specific Termination Authority

Executive Order 13875
"Evaluating and Improving the
Utility of Federal Advisory
Committees"

8c. Actual Term Date

11/01/2019

9. Agency

Recommendation
for Next
Fiscal Year

Terminate

10a. Legislation Req to Terminate?

No

10b. Legislation Pending?

Not
Applicable

11. Establishment Authority

Agency Authority

12. Specific Establishment Authority

16 USC 1

13. Effective Date

08/25/1916

14. Committee Type

Continuing

14c. Presidential?

No

15. Description of Committee

Non Scientific Program Advisory
Board

16a. Total Number of Reports

1

16b. Report Date

Report Title

10/10/2019 Recommendations Approved at
September 24 2019 Meeting

Number of Committee Reports Listed: 1

17a. 0 **17b. Closed** 0 **17c. Partially Closed** 0 **Other Activities** 0 **17d. Total** 0
Open

Meetings and Dates

No Meetings

	Current FY	Next FY
18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$8,850.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Other(rents,user charges, graphics, printing, mail, etc.)	\$0.00	\$0.00
18d. Total	\$8,850.00	\$0.00
19. Federal Staff Support Years (FTE)	0.08	0.00

**20a. How does the Committee accomplish its
purpose?**

The Committee advises the Secretary on
public-private partnerships across all public lands,
with the goal of expanding access to and improving
infrastructure on public lands and waterways.

20b. How does the Committee balance its membership?

Committee representation is balanced in relation to its mission as specified in its charter. The members have knowledge of utilizing public-private partnerships, providing recreational visitor experiences, developing and deploying infrastructure improvements, or a thorough understanding of recreational equipment. Members of the Committee are selected for their diverse backgrounds and their experiences with the recreational industry.

20c. How frequent and relevant are the Committee Meetings?

The Committee did not meet in FY2020 and the Committee was terminated on November 1, 2019.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

The advice cannot be obtained from other sources because it is formed through discussion and consensus building with all relevant interest groups sitting at the same table. The Committee provides a forum which encourages fairness and understanding, and the atmosphere for group consensus and partnership necessary for expanding access to and improving infrastructure on public lands and waterways.

20e. Why is it necessary to close and/or partially closed committee meetings?

All meetings are open to the public.

21. Remarks

The Committee terminated on November 1, 2019, pursuant to Executive Order 13875 "Evaluating and Improving the Utility of Federal Advisory

Committees", Section 9(a)(2) - Authorized by Agency. In FY2020, the Committee submitted a letter containing 13 recommendations on: Hospitality Data Sharing; Leveraging the Strength of Youth, Veteran, and Gateway Community Partners; and Campground Modernization/Expansion. This letter, while submitted in FY20 (October 10, 2019) was the result of Committee activities undertaken in FY19, specifically its meeting on September 24, 2019. The Committee made a total of 18 distinct recommendations submitted in two letters in FY2019. The recommendations spanned a range of topics including public lands infrastructure, data access, and partnerships and collaboration. The Made in America Outdoor Recreation Advisory Committee (Committee) was officially established on March 13, 2018.

Designated Federal Officer

Joshua Winchell DFO

Committee Members	Start	End	Occupation	Member Designation
Bulis, Benjamin	03/14/2018	11/01/2019	President and Chief Executive Officer, American Fly Fishing Trade Association; Bozeman, MT	Representative Member
Covington, Amanda	03/14/2018	11/01/2019	Senior Vice President of Communications and Government Relations, Vista Outdoor, Inc; Kaysville, UT	Representative Member
Craghead, Linda	03/14/2018	11/01/2019	Assistant Secretary of Parks and Tourism, Kansas Department of Wildlife, Parks and Tourism; Alma, KS	Representative Member
Crandall, Derrick	03/24/2018	11/01/2019	President, American Recreation Coalition; Counselor, National Hospitality Association; McLean, VA	Representative Member

Fears, Bruce	03/14/2018	11/01/2019	President, Aramark Leisure; Scottsdale, AZ	Representative Member
Franklin, Bradley	03/14/2018	11/01/2019	Government Relations Manager, Yamaha Motor Corporation USA; Chino Hills, CA	Representative Member
Gonzalez, J. Antonio	03/14/2018	11/01/2019	Head of Operations, Erwin Hymer Group North America; Ontario, CA	Representative Member
Jacobs, Jr., Jeremy	03/14/2018	11/01/2019	Former Co-Chief Executive Officer, Delaware North; East Aurora, NY (ALTERNATE TO PATRICK PACIOUS)	Representative Member
Lundberg, Jr., Rolf	03/14/2018	11/01/2019	Head of Global Public Policy, Vice President and Assistant General Counsel, Choice Hotels International; Rockville, MD	Representative Member
Maloof, Christopher	03/14/2018	11/01/2019	Vice President, Strategy and Corporate Development, RA Outdoors; Arvada, CO	Representative Member
Morlock, Philip	03/14/2018	11/01/2019	Vice President, Government Affairs and Advocacy, Shimano American Corporation/Shimano Canada Ltd; Whitney, Ontario, Canada	Representative Member
Morris, John	03/14/2018	11/01/2019	Founder and Chief Executive Officer, Bass Pro Shops; Springfield, MO	Representative Member
Pacious, Jr., Patrick	03/14/2018	11/01/2019	Chief Executive Officer, President, and Director, Choice Hotels International, Inc; Rockville, MD	Representative Member
Rogers, James	03/14/2018	11/01/2019	Former Chairman and Chief Executive Officer, KOA (Kampgrounds of America); Reno, NV	Representative Member

Socha, Scott	08/30/2018	11/01/2019	(ALTERNATE TO JEREMY JACOBS), President, Parks and Resorts, Delaware North; East Aurora, NY	Representative Member
Walsh, Kenneth	03/14/2018	11/01/2019	President, Simms Fishing Products; Bozeman, MT	Representative Member
Yeargin, William	05/11/2018	11/01/2019	CEO, Correct Craft, Inc; Chuluota, FL	Representative Member
Pacious, Patrick [Technology and the Digital Experience]	03/14/2018	03/14/2021	Chief Executive Officer, President, and Director, Choice Hotels International, Inc; Rockville, MD	Representative Member

Number of Committee Members Listed: 18

Narrative Description

Not Applicable

What are the most significant program outcomes associated with this committee?

	Checked if Applies
Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input checked="" type="checkbox"/>
Major policy changes	<input type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input checked="" type="checkbox"/>
Increased customer satisfaction	<input checked="" type="checkbox"/>
Implementation of laws or regulatory requirements	<input type="checkbox"/>
Other	<input type="checkbox"/>

Outcome Comments

Not Applicable

What are the cost savings associated with this committee?

	Checked if Applies
None	<input type="checkbox"/>

Unable to Determine	<input checked="" type="checkbox"/>
Under \$100,000	<input type="checkbox"/>
\$100,000 - \$500,000	<input type="checkbox"/>
\$500,001 - \$1,000,000	<input type="checkbox"/>
\$1,000,001 - \$5,000,000	<input type="checkbox"/>
\$5,000,001 - \$10,000,000	<input type="checkbox"/>
Over \$10,000,000	<input type="checkbox"/>
Cost Savings Other	<input type="checkbox"/>

Cost Savings Comments

Not Applicable

What is the approximate Number of recommendations produced by this committee for the life of the committee?

18

Number of Recommendations Comments

The committee provided 13 recommendations in its letter dated October 10, 2019. FY 2020 Recommendations: (1) Empower third-party private companies to create travel planning and recreation solutions. Specifically, the Federal government should prioritize the completion of the capability to make Recreation.gov reservation transactions on third-party websites. The necessary technology, known as APIs (application programming interface), are part of the existing Recreation.gov contract. (2) Department should seek partnership opportunities to build broader knowledge, use of, and constituency for public lands. (3) Department should create a vocational training initiative for youth and veterans to work on public lands. (4) Department should work closely with local gateway communities to address housing issues critical to utilization and enjoyment of Interior lands and waters. (5) National charette on NPS and other Department of the Interior bureau campgrounds. By assembling experts from the private sector, State campground operators and key Federal officials, a centralized library of information, trends and best practices can be quickly assembled at very low cost and can then become a basis for action. (6) A Secretarial challenge can be established and implemented by December 1st, 2019. Parks could nominate campgrounds for selection as one of five to ten pilots for modernization, enhancement or even new construction, especially in park units with low levels of visitor services that now limit public use. The incentive would be an allocation of funds equal to current deferred maintenance, but available for discretionary use to improve the campground and associated infrastructure. (7) Multiple operational models for campgrounds can be identified and communicated to park units, along with information that would expedite any NEPA-related reviews. Key to this would be "categorical

permissions,” covering key campground components including utility systems. (8) New openness to innovative management and services in campgrounds ranging from mobile food service (including food trucks) to mobile camp stores, specialized zones in campgrounds to maximize visitor satisfaction, innovative overnight operations (tent and small cabin rentals, for example). (9) A new focus on high-quality, contemporary campgrounds managed for diversity of experiences and connectivity to park/area offerings (not solely a campground focus). (10) Permission for subconcessions agreements to operate campgrounds while still integrating campground management into concessioner marketing and park-wide services including transportation and food. (11) Clarification of current practices that offer 50% senior discounts to campers over the age of 62 (established by the Land and Water Conservation Fund Act) that apply only to base campsite fees, and introduction of new senior fee blackout periods during peak season periods. (12) Use of youth and young veterans service corps and other innovative solutions in campground modernization and maintenance. (13) Coordination and integration, where possible, of campground operations in national parks with campgrounds in gateway communities. The committee provided 5 recommendations in its letter dated December 12, 2018. FY 2019 Recommendations: (1) Response to outdoor recreation product and activity innovation. (2) Improve regional collaboration and consumer research to better provide outdoor recreation opportunities. (3) Develop a coordinated approach to Interior's outdoor recreation assistance. (4) Develop regional solutions to improve access to public lands and connect our trail systems across boundaries. (5) Expand the adoption of new technology to encourage and manage outdoor recreation.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

0%

% of Recommendations Fully Implemented Comments

As of FY 2020, none of the recommendations have been implemented.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

0%

% of Recommendations Partially Implemented Comments

As of FY 2020, none of the recommendations have been partially implemented.

Does the agency provide the committee with feedback regarding actions taken to

implement recommendations or advice offered?

Yes ☐ No ☒ Not Applicable ☐

Agency Feedback Comments

NPS provides feedback to the Committee on its recommendations via response letters and through comments and presentations at Committee meetings.

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input type="checkbox"/>
Reallocated resources	<input type="checkbox"/>
Issued new regulation	<input type="checkbox"/>
Proposed legislation	<input type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

Not Applicable

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input type="checkbox"/>
Online Agency Web Site	<input type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input type="checkbox"/>
Publications	<input type="checkbox"/>
Other	<input type="checkbox"/>

Access Comments

Not Applicable