

Western Carolina University
Parks and Recreation Management Program
Advisory Board Fall Meeting Minutes
Monday, November 11, 2019

Meeting: 3:00 – 4:30 p.m. in Private Room at Panacea Coffee Co.

Panacea Coffee Company

66 Commerce Street

Waynesville NC 28786-5738

Phone: 828-452-6200

www.panaceacoffee.com

Social: 4:30 – 5:30 or until people’s interest dwindles

Frog Level Brewery Next Door to Panacea

Invited: See list of Advisory Board Members and PRM Full-Time Faculty Attached

- 1) Welcome and Agenda Overview
- 2) Board Members
 - a. Introductions
 - b. “Trey” Kelly- Cumberland Gap law enforcement ranger (PRM alum)
 - c. Lynda Doucette- Retired NPS supervisor at GSMNP
 - d. Kent Cranford- Owner, Motion Makers Bicycle Shops
 - e. Alyse Ostreicher -North Carolina Outward Bound
 - f. Chris Moore- Fire Marshall WCU-long term career with forest service
 - g. Glenn Middleton- WCU PRM Faculty
 - h. Callie Schultz- WCU PRM Faculty
 - i. Barry Garst

- c. Congaree-in last three years, have grown by 300% the number of visitors; GSMNP is set to hit 12 million visitors this year.
- d. Question: Are these visitors diverse? Outdoor world in general is still very white, male dominant; bike world in particular-trying to attract women, different ethnicities, races, etc.
- e. Trouble is staffing with diversity initiatives; we need to hire more diverse staff, the trick is to find diverse staff, especially when pay is so low, this is a real barrier, various organizations are working hard to increase pay to work on those barriers
- f. We've got to get outdoor programs/early education and outreach is so important for the future of our field.
- g. What should the PRM program be aware of as we prepare PRM professionals?
- h. Diversity training is imperative.
- i. Suggestions for additional board members
- j. We would love to also have a more diverse board; both in practice (focus area) and in age, race, ethnicity, etc.
- k. Anything else?

6) Closing Comments and Move to Social at Frog Level Brewery

Next Meeting: Monday, March 23, 2020 (3:30-5 pm Meeting 5-6:30 Dinner) WCU, Cullowhee, NC