

develop and submit recommendations to the Governor and Iowa's place in the national picture.

- d. Lore Friest, Iowa Outdoor Recreation Program Manager, with the IEDA/Iowa Tourism Office, presented information about how IEDA has been working over the past five years to educate economic development and tourism partners about the significance of outdoor recreation to local and state economies; about how IEDA has advanced outdoor recreation partnership, provided funding to secure outdoor recreation assets and elevate and market outdoor recreation and parks and how IEDA has set the stage for Iowa's the new Office of Outdoor Recreation. She also reviewed portions of the Iowa SCORP related to existing public land and outdoor recreation in Iowa and Iowa health data.

III. Review Executive Order and Task Force Goals

Chair Reece summarized the Governor's executive order and the Task Force's opportunities to grow business, raise awareness, and improve support for Outdoor Recreation resources at all levels. He reviewed opportunities to integrate Iowa businesses in marketing and to unite private business and public entities in a common approach, the goals of the task force and the Task Force's timeline.

IV. Guided Discussion

Chair Reece opened a guided discussion and answered questions. Task Force Members discussed the potential structure, function, maintenance, management, and funding that currently exists and may be needed to advance outdoor recreation and maximize outdoor recreation synergies in Iowa. They discussed various segments of the outdoor recreation industry and how to connect and unite those segments through strategic private and public partnership.

Jen Cross left the meeting at 3:04 p.m.

V. Questions

No further questions.

VI. Schedule Next Meeting

Discussion regarding Task Force Member availability occurred.

VII. Adjournment

Chair Reece adjourned the August 25, 2026 meeting of the Outdoor Recreation Task Force at 3:22 p.m.

Dated this 25th day of August 2026.

Respectfully submitted:

Lora Friest

Program Manager, Iowa Office of Outdoor Recreation