



An initiative to unify the trail systems of the Arrowhead region so our clubs, communities, and partners can capitalize on the major trail investments made here.

Arrowhead Coalition of Trails Meeting

Wednesday, October 16, 2024

Iron Trail Motors Event Center, Virginia, MN

9:00 a.m. to 2:00 p.m.

8:30 a.m. Doors open. Coffee, light breakfast, networking

9:00 a.m. Welcome: Beth Pierce, Iron Range Tourism/Trails Task Force

9:15 a.m. Opening Remarks: Ida Rukavina, Commissioner of the Minnesota Department of Iron Range Resources and Rehabilitation

9:30 a.m. Presentation, “2023 Giants Ridge Trail Visitor Survey” and “2023 Redhead Mountain Bike Park Trail Visitor Survey” by Andrew Oftedal, Parks & Trails Council of Minnesota

10:00 a.m. Presentation, “Northeastern Minnesota ATV Trails Economic Impact Study” by Brigid Tuck University of Minnesota Extension Service

10:45 a.m. Presentation, “The Power of Marketing Trails” by Aaron Hautala, Stratelligent Marketing

11:00 a.m. Introduction of Table Discussion Topics: Sarah Ciochetto, Lake and St Louis County Regional Railroad Authority/Mesabi Trail

Noon Lunch/Networking/Continue Table Discussions

12:45 p.m. Opportunity to Switch Table Topics

1:00 p.m. Presentation/Feedback: Table Topic Reports

1:45 p.m. Discussion: Where Do We Go From Here?

2:00 p.m. Adjourn/Network

Plan to sign up for a committee to keep the work of trail marketing/promotion, mapping, maintenance, building, stewardship, funding and wayfinding going across the region!