



2021 Advisory Council

PPORA's Advisory Council was created to inform the organization's Mission, Vision, Values, and Pillars and support staff in their work. The Council brings together individuals and organizations with diverse outdoor recreation interests and perspectives who are committed to aligning toward PPORA's mission to strengthen the outdoor recreation industry for the Pikes Peak region through leadership and collaboration.

GOALS

The Goals of the Advisory Council are:

1. Promote collaboration and innovation within the outdoor recreation industry to serve the greatest good for the people of the Pikes Peak region.
2. Provide leadership and constructive input and perspective from the diverse outdoor interests represented.
3. Balance recreation and conservation needs, recognizing that both are vital to sustain the Pikes Peak region's quality of life.
4. Speak with a coordinated and consistent voice which amplifies the message of the local outdoor recreation industry.

REPRESENTATION

The members of the Advisory Council will be representative of the broad spectrum of the outdoor recreation industry: outdoor businesses, recreational user groups, conservation and stewardship organizations, land management and other entities which comprise and support the Pikes Peak region's outdoor recreation community. The appropriate balance of entities represented on the Advisory Council will be decided upon collaboratively by existing group members and the Board.

RESPONSIBILITIES

It is a privilege to be a member of the PPORA Advisory Council. Along with the privilege comes certain responsibilities including:

1. Playing an active role in the process by attending and participating in Advisory Council meetings.
2. Providing subject-matter expertise and perspective on priorities, issues, and items of discussion.
3. Being an advocate to promote the region's outdoor recreation industry, the natural resources upon which the industry depends, and the policies which support both.
4. Participating in PPORA's annual events: State of the Outdoors, Pikes Peak Outdoor Leadership Summit, and Get Outdoors Day.
5. Monitoring news, trends, events, and other developments relevant to the member's areas of expertise to advise and inform the Council as appropriate.
6. Serving as a Council representative by taking back information to the constituency the member represents.



7. Sharing important information with the member's community thought leaders and consulting them to inform PPORA priorities.
8. Active involvement in PPORA initiatives such as serving on specific task forces and committees.
9. Actively participating in the sustainability of PPORA through financial and/or in-kind contributions of time and expertise.