

## Morgantown Riverfront Revitalization Task Force

### Meeting Notes

Thursday, February 29, 2024

Steve Selin, Chair of MRRTF, opened the meeting at 9:00 a.m.

#### I. Presentations / Q&A

- a. Morgantown Adventure Outfitters Outlook & Dialogue (boat rental facility adjacent to Ruby Park), Presented by Emily Chapman

Morgantown Adventure is the outdoor recreation program at WVU. Emily oversees program support and rental operations. One of her projects has been to create goals such as recruiting student staff and to train them. The first full season was very successful with hours from Thursday through Sunday during peak season. The weather was very cooperative overall, and they only had to adjust hours a few times. Looking ahead to the coming season, they intend to hold similar hours of operation, with a new Grad Assistant, public programming and recruiting staff, with training beginning this month. Discussion of marketing and making a greater presence through coordinating with CVB, social media outlets. Also, consideration of a survey of some sort of folks' experience is underway. Nathan Harman chimed in to say that they are somewhat limited in what they can do, being part of the state system, and being a cashless business is one of those. There have been some challenges with debit / credit card use only, but they are working through it and finding solutions. Also, he added that they have had great interest from international students. Discussion also took place on the following topics:

- Holding more "Try It" type events
- Possibility of more cameras in the area
- Food/drink trucks (subject to Parking Authority approval, if their lot is used)
- Better signage
- Access to bulletin board box
- Expand promotion of rental operation
- Connect with city's communication department, GMCVB

All in all, its shaping up to be an exciting season for Morgantown Adventure Outfitters!

## **II. Riverfront News**

Ella reported upcoming clean up days, with a number of groups throughout the spring.

She also mentioned events in late March through early June being possibly impacted by paving toward Star City.

Vincent reported that construction is already underway for a new roof and ADA viewing platform areas. There is a slight detour currently, but should be done in the next few weeks.

Frank reported that he is working with the Army Corps of Engineers to petition steps from the trail down to the concrete platform. Wheels turn slowly with the Army Corp, but will require plans, review, environmental study, etc.

Next meeting scheduled for Wednesday, March 27<sup>th</sup> @ 9:00 a.m., via Zoom