

1

00:00:15 —> 00:00:43

Sean Dougherty: Hello Everyone my name is Sean Dougherty and I am a student at Humboldt State University. My Major is Recreational Administration with an emphasis in Outdoor Adventure and Education. Today is Monday February 15, 2021. And I am interview Mike from Jogg 'N' Shoppe, about how COVID-19 has impacted the Outdoor Recreation Industry through the eyes of Adventure's Edge.

2

00:00:44 —> 00:00:48

Mike Williams: Adventure's Edge?

3

00:00:48.5 —> 00:00:52

Sean Dougherty: Not Adventure's Edge, Jogg 'N' Shoppe. I have like three of these, correction.

4

00:00:53 —> 00:00:54

Mike Williams: Okay.

5

00:00:55 —> 00:01:00

Sean Dougherty: So, some icebreakers. *How long have you lived or worked in Humboldt County?*

6

00:01:01 —> 00:01:26

Mike Williams: I was born in Arcata in 1961. In Trinity Hospital about three blocks from here. My coach opened a shop in 1974. I worked here from 81 to 85. And I became part owner in 2002 and I became full sole owner in 2006. So I've been part of it for quite a long time and even when he first opened up I used to hang out at the store.

7

00:01:27 —> 00:01:36

Sean Dougherty: That answer's my second question, where are you originally from? And the third question. So let's go to the fourth question. *What is your favorite book?*

8

00:01:37 —> 00:01:38

Mike Williams: My favorite book?

9

00:01:38.5 —> 00:01:40

Sean Dougherty: Yea, a little ice breaker.

10

00:01:40.5 —> 00:02:03

Mike Williams: That's a tough one. My favorite book? Well I'm definitely a running fan, so keeping it in that terms I like the Prefontaine Story. It's who I have a lot of posters of different stuff. He was kind of the leader of the Running Revolution. Like in the 70's and stuff. He passed away when he was twenty four. But he's kind of the, I guess his book would be up there at the top one.

11

00:02:04 — 00:02:04.5

Sean Dougherty: The good die young.

12

00:02:4.5 —> 00:02:05

Mike Williams: Yea.

13

00:02:05.5 —> 00:02:10

Sean Dougherty: What is your favorite National Park?, of course other than the Redwood National Park. (I have a sense of humor implied).

14

00:02:11 —> 00:02:15

Mike Williams: I like Yosemite. I think Yosemite's nice.

15

00:02:16 —> 00:02:21

Sean Dougherty: And I think it's probably running but, what is your favorite outdoor activity?

16

00:02:22 —> 00:02:28

Mike Williams: I mean running is definitely up there. But I'd say hiking probably overall. Hiking and backpacking.

17

00:02:29 —> 00:02:32

Sean Dougherty: And have you been able to pursue it during the pandemic?

18

00:02:33 —> 00:02:44.5

Mike Williams: Yes, yea. Definitely. I haven't done any big long trips or anything like that. Just in the Community, Patricks Point, and the State Parks around here. And up behind Humboldt State.

19

00:02:45 —> 00:02:49

Sean Dougherty: And if you could change one thing about Humboldt County what would it be?

20

00:02:50 —> 00:02:53

Mike Williams: Let's see, ten degree's warmer in the Summer.

21

00:02:54 —> 00:02:59

Sean Dougherty: I agree. And, what do you like most about Humboldt County?

22

00:03:00 → **00:03:09**

Mike Williams: I think the people. I think just the people in general are really nice in Humboldt County. Laid bak and very open minded.

23

00:03:10 → **00:03:17**

Sean Dougherty: I grew up in Northern Virginia right outside of Washington D.C. And as soon as I discovered this place I fell in love with it.

24

00:03:18 → **00:03:18.5**

Mike Williams: That's pretty cool.

25

00:03:19 → **00:03:24**

Sean Dougherty: Just leave the politics alone. Alright, so now for the complex interview questions.

26

00:03:25 → **00:03:25**

Mike Williams: Okay

27

00:03:26 → **00:03:37**

Sean Dougherty: Alright, question number one. How has COVID-19 changed what rural mean's to you in the context of Outdoor Recreation in our Community in both positive and negative terms?

28

00:03:38 → **00:04:10**

Mike Williams: Well, as far as positive, people are definitely looking for activities to do because you can't go to a gym or indoor actives. So, that part has gotten people outdoors up on the trails and on the weekends. If you go to the Arcata Community Forest it's amazing how many people are up their walking/ jogging. So that's been the positive thing. Obviously the negative thing is we haven't had any team athletic's for the youngsters and stuff and that's been really hard. Hard on the business to, actually.

29

00:04:11 → **00:04:13**

Sean Dougherty: And hard on the school's image. They got rid of the football team.

30

00:04:14 → **00:04:23**

Mike Williams: Oh yea, enrollment already at Humboldt State was going down and this didn't help it. It really didn't, its gonna be tough to come back.

31

00:04:23.5 → **00:04:36**

Sean Dougherty: Question number two. In terms of Mental Health, Spiritual Health, and Physical Health through the lens of Outdoor Recreation what Wellness Challenges in Humboldt County are a direct result from COVID-19?

32

00:04:37 —> 00:05:16

Mike Williams: Well I think getting back to the youth program's with the kids being home, home schooled, or you know the Zoom type thing made it hard for them to get outdoor's. Mentally wise for them, of course the parents had to watch the kids, which has been hard on them to. They just haven't been used to that kind of stress level of dealing with a child or two children at home all day so I think its changed the whole dynamics of the Family. But on the other hand, getting outdoors, we're lucky we live in a pretty easy place to get in the parks and stuff like that. So. Yea, it's been hard on the kid's mentally.

33

00:05:17 —> 00:05:25

Sean Dougherty: I can just imagine if I was back in Fairfax County Virginia where theirs a million people, theirs not a lot of stuff to do outdoors all the time.

34

00:05:25.5 —> 00:05:26

Mike Williams: Yea

35

00:05:27 —> 00:05:39

Sean Dougherty: Question number three. Based from my research on Rural Communities in America what age group do you believe has been effected the most in terms of the outdoor industry from COVID-19 and Why?

36

00:05:40 —> 00:06:00

Mike Williams: Well I say its the ages ten to eighteen. Because just be seeing all the parents and all the different kids that have came in here, a lot of them are missing sports. They want to get out and be with their team mates, playmates, and things like that. So I'd say that's probably been the toughest age group as far as dealing with the COVID.

37

00:06:01 —> 00:06:07.5

Sean Dougherty: I think that just answered the fourth question. Based on the last question, so we're going to go to question number five.

38

00:06:08 —> 00:06:08.5

Mike Williams: Okay

39

00:06:09 —> 00:06:12

Sean Dougherty: This is a complex question, I wanted to be creative.

39

00:06:12.5 —> 00:06:13

Mike Williams: Yea.

40

00:06:14 → **00:06:31**

Sean Dougherty: *As we are social beings, and we are not meant to live in isolation; in this particular field has COVID-19 social distancing regulations in a way brought people closer together in the sense of belonging, support, & purpose? If so how?*

41

00:06:32 → **00:07:11**

Mike Williams: I think it has brought a lot of people in some ways together because of the social media thing. It's amazing how many just for myself or my ex-team mates at Humboldt State and Arcata High. We've kind of had more time to sit on the computer and so that part of it even though you're isolated, you keep in contact with people a lot more. In the old days you didn't have that social media, it would be a lot tougher I think, and I think people living out in the woods or just staying at home they don't want to go out at all, they still have contact with other human beings just by having the school media thing.

42

00:07:12 → **00:07:16**

Sean Dougherty: Contact I think is the most important thing as a person.

43

00:07:16.5 → **00:07:17**

Mike Williams: Oh yea.

44

00:07:18 → **00:07:29**

Sean Dougherty: And question number six. *How has this pandemic strengthen, reinforced, and alternated the interests, values, and beliefs affecting this industry?*

45

00:07:30 → **00:08:11**

Mike Williams: I think as far as athletic's ware and stuff people have defiantly been looking outside the box a little bit of how to be creative to do their workout's. Wether weight training, running, just any kind of outdoor activity. It's kind of made it where you have a lot more people coming in looking for items you normally wouldn't of heard in the past. Jump rope, just the basic little things. It's funny, I probably should expand my stuff just because of that. More people are looking for items that can give them that exercise that they normally get in a group setting or a gym setting.

46

00:08:12 → **00:08:15.5**

Sean Dougherty: And question number seven. This is another complex one.

47

00:08:15.5 → **00:08:16**

Mike Williams: Sure

48

00:08:16.5 → **00:08:49**

Sean Dougherty: Recently I have read in an article titled *Parks & Improved Mental Health & Quality of Life*, that “*separation from nature is detrimental to human development, health, & well being. And that regular contact with nature is required for good mental health.*” *In what ways has this pandemic in terms of outdoor recreation created this detrimental separation of humans and nature in Humboldt County? And in what ways has it improved the connection?*

49

00:08:50 → **00:09:59**

Mike Williams: We'll kind of getting back to the thing where you can't be in a gym more people are out their exploring. We have custody of our little grand daughter and in fact her birthday is today, she is eight years old. And we've been exploring different parks that we haven't ever explored before. So it's getting you more out their in nature I think, it's because you're trying to be more creative for the kids. And for yourself. A lot of people are starting to explore some of the parks that they've never checked out in Humboldt County. Sometimes you're behind the Redwood Curtain here you kind of get, you don't appreciate what you have here. Until you get other people calling all the time, because face it a lot of people move up here to get away from the city durning this pandemic and they were looking for a park and stuff. It's amazing how many of them came in here asking me questions about where to hang out at and what park to go to. And forgot how many we have until you start talking to people. People from the outside know more about the parks than we do because they're reading on it before they come up here as tourists and its amazing. It has been a big part of that. Getting outdoors and exploring different options.

50

00:10:00 → **00:10:07**

Sean Dougherty: And question number eight. This is the last complex one and I'll have an easier one. I try to have scientific questions you know.

51

00:10:08 → **00:10:08.5**

Mike Williams: Yea, mix it up.

52

00:10:09 → **00:10:36**

Sean Dougherty: So *as Humboldt County is a vast and rural.* I'm going to repeat myself. *As Humboldt County is a vast and rural area and studies show that individuals visiting in a green space (or nature surrounding) often show lesser signs of stress, what do you believe will be the long term effects many years from now in the Outdoor Recreation Industry; that are directly linked as a result from the quarantines, shutdowns, and social distancing?*

53

00:10:37 → **00:11:15**

Mike Williams: I think people will be more dependent on themselves than group activities. I think that's been the biggest thing with this pandemic. Like I said it makes you think outside the box. And not necessarily have to be in either a swimming classes, jazzercise, or whatever. It makes people think about their activities for themselves and their family. Without their having to be an organized atmosphere. You just kind of do it on your own. So I think that's going to be a lasting effect on everybody. Durning this pandemic is trying figure out different things. How to entertain and how to recreate for yourself and for your family.

54

00:11:16 —> 00:11:32

Sean Dougherty: That's a great answer. So my last question is not really a question. So, let's say it's the year 2121. So one hundred years from now. *What message would you like to tell people 100 years in the future from today?*

55

00:11:33 —> 00:12:15

Mike Williams: That's a good one. I would say in the future it would be interesting to see throughout the course of history of how we treated our outdoor landscape and our environment. Hopefully in a 100 years we haven't left them in such a bad shape where people don't get to enjoy it. Because, face it we're pretty lucky to live at this time and age because things are open to us. And everything is still pretty clean at this point. Percentage wise. I mean, looking into the future into 100 years I'm hoping we keep it under control so the next generations way down the road can enjoy the things that we have enjoyed.

56

00:12:16 —> 00:12:52

Sean Dougherty: Absolutely, one thing I want to add is; it wasn't that I didn't care but I didn't know about the environment until I moved out here. And it was that I wasn't really educated about it. Now that I've been here for six years and every time I go back to Virginia, I tell people reuse it, recycle, try to consume as less. Basically my mentality before I came here was what environmental crisis are people talking about. Now being here, it's like wow, okay I got work to do.

57

00:12:52.5 —> 00:13:30.5

Mike Williams: The more we know about the environment the more you care for it. And I think living in Humboldt County you get that right off the bat. When I was really young my dad was a Nuclear Technician at the power plant and he one of the whistle blowers, him and his friend. It was tough on my dad but he did the right thing. And he was one of those guys that stood, this is in like the late 60's early 70's. I got a taste of that really young. Dad grew up in the Marble Mountains. I got a real appreciation of the outdoors and taking care of the environment and cleaning up after yourself.

58

00:13:31 —> 00:00:13:37

Sean Dougherty: I went backpacking, it was actually my first time backpacking, was up in Marble Mountains by Monument Lake.

59

00:13:37.5 —> 00:13:38

Mike Williams: Oh yea.

60

00:13:38.5 —> 00:13:39

Sean Dougherty: Off the Stanshaw Trail.

61

00:13:40 —> 00:13:45

Mike Williams: Well we just live in such a great spot for outdoor activities.

62

00:13:45.5 —> 00:13:52.5

Sean Dougherty: Well I do appreciate your time, so that concludes the interview. Now I want to get a pair of shoes.

63

00:13:53 —> 00:13:53.2

Mike Williams: Alright, you got it.

64

00:13:53.3—> 00:13:53.5

Sean Dougherty: Thank you Mike.

65

00:13:53.6 —> 00:13:54

Mike Williams: Right on buddy.

