

# Sitka Tourism Planning Process

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Public Information Meeting

# Introduction

# Agenda

- History of tourism planning process
- Overview of community collaborative process
- People, perspectives, and experience
- How will Sitkans participate
- Planning timeline
- Q & A

This is about **Process**, not  
**Product**

# History of the Tourism Planning Process

# Mission

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To create a plan that provides for sustainable tourism business development and maintains Sitka's quality of life, recognizing the characteristics that make Sitka attractive to both residents and visitors.

# Overview of the Community Collaborative Process

# Solid Waste Planning Process

What is a  
Collaborative Process?

# Principle of Collaboration

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If you bring the **appropriate people** together in **constructive ways** with **good information**, they will create authentic visions and strategies for addressing the shared concerns of the community.

# Constructive Ways: Consensus Process

- Does not look like a Board meeting, or Assembly meeting.
- The group forms a shared understanding at each step of the process.
- There is no vote - putting more people with a shared perspective in the process does not change the outcome.
- Leads to deeper, more creative agreements with a broader support for action.

# Mission

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To create a **plan** that provides for **sustainable tourism business development** and maintains Sitkan's **quality of life**, recognizing the **characteristics that make Sitka attractive** to both residents and visitors.

# What can cause this process to stall or fail?

- Results not acknowledged by Assembly
- Playing “catch-up” – new participation or lack of participation
- Lack of publicity
- Not having real cross-section of Sitkans
- Lack of open minds
- Strong personal agendas
- Not representative stakeholders
- Presumption of outcome

# What will assure that this process will succeed?

- Trust that a credible process will lead to a credible result
- An ongoing community dialogue on the issues
- Desire to find creative solutions and move past stalemate
- The unique characteristics that make Sitka a wonderful place to live

# People, Perspectives, and Experience

# The Role of the Facilitator

- Facilitator - Matthew Turner
- Guides the process of how the group works together.

# Role of the Steering Committee

- Cleo Brylinsky, Chair
- Hugh Bevan
- Julia Smith
- John Litten
- Brian McNitt
- Plan and organize the work of the group
- Serve as the public face for the project
- Assure credibility of process

# Role of the Stakeholder Group

- Engage in a consensus process to achieve the mission
- Attend a series of intensive meetings – at least two per month until May, and also in September and October; perhaps some in the summer season.
- Engage in ongoing community dialogue – be in tune with the perspective of others in the community and relay those perspectives within the Stakeholder meetings.

# What is required of the Stakeholder Group?

- Have the needed experiences and perspectives
- Reflects the community
- Is credible to most people in Sitka, including Assembly and LRPEDC
- Is committed to the process and consistent in their participation
- Will support the process and not block it

# What will the Stakeholder Group do?

- Orientation
- Understanding Challenges
- Define Vision
- Define Strategy

# Steps to identifying the Stakeholder Group

- Select a Convener Group
- Identify needed Perspectives and Experiences
- Gather names of potential stakeholders, looking especially for “unusual voices”
- Steering Committee identifies final list
- Not exclusive, though must balance with need to have manageable group size to accomplish goal

# How will Sitkans Participate?

- Community Dialogue
- Community Meetings (outreach)
- Website: [www.\*\*sitkatourismplan\*\*.org](http://www.sitkatourismplan.org)
- Radio call-in shows

# Planning Timeline and Benchmarks

Period	No. of meetings	Activity	Major Milestone
January		Organize and acquire consultants	
February	2	Begin Stakeholder Identification	
	1	First Public Meeting	Feb 24
	1	Identify Stakeholders	
March	1	First Stakeholder Meeting	
	1	Define issues and opportunities	
April	2	Identify strategies to achieve solutions	April 30
May	1	Collect data to support strategies	
	1	Community meeting	May 5/6
		Assembly update on collaboration	May 9
June	1	Collect data to support strategies	
July	1	Collect data to support strategies	
August	2	Reduce strategies and solutions to a reasonable number	
September	2	Achieve concurrence on recommendations	
October	2	Develop report for Assembly	October 31
	1	Community meeting and celebration	
November		Present report to Assembly	November 14

# Questions and Answers

THANK YOU!