

Sitka Tourism Planning Process

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

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

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

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!