

Sitka Long-Range Tourism Plan – Steering Committee meeting
13 February 2006
5:30-8:30 pm
Centennial Hall

In attendance:

Brian McNitt, Julia Smith, Cleo Brylinsky, John Litten – Steering Committee members
Kayla Boettcher – collaborative process assistant
Several members of the public

The committee spent the majority of the meeting reviewing the draft of the grid that identifies potential stakeholders and associates them with the necessary perspectives and experiences desired for this process. The group, with assistance from the public audience, first reviewed the perspectives/experiences categories.

A few new categories were added to the list:

- Churches
- Small business owners
- Non-tour business owners
- Suppliers (i.e. Northern Sales, Murray Pacific, etc.)
- Mechanics/tradespeople
- Restaurants
- Communications (web/phone access to tourists)
- New residents (0-3 years, to distinguish from long-term residents)

The titles to some existing categories were altered slightly:

- “Anti-dock” was changed to “concerned about building a dock”
- “no-growthers” was changed to “cautious developers”
- “low-income/mothers of young children” was change to “single-income households”

Some Steering Committee members had filled in the grid for some of the Conveners; based on that information, the group brainstormed names of potential stakeholders who could fulfill some of the categories which had no representation yet. The list of potential stakeholders grew to 170 people. This list will be sent to all Steering Committee members and Conveners, who are responsible for extending the invitation to these people and providing them with information about the process and upcoming meetings.

The public is still invited to join the process – everyone who feels they have a stake in this is welcome.

Next steps: Kayla will polish up the new additions to the grid and send it to the Conveners. The Conveners have the responsibility of contacting/inviting the people who have been listed so far – they will be asked to indicate which people they plan to contact. Instead of filling in the grid for these people, the Steering Committee feels it would be better to let the Stakeholders self-associate. If the Conveners have additional names to add, they should invite them, and send their names to Kayla to be added to the list.

The Steering Committee then discussed some of the details for the upcoming meetings.

Public Informational Meeting – scheduled for February 24; 7-9 pm at the Naa Kahidi house. This will be an informational meeting, inviting the public to learn more about the process, define vocabulary (stakeholder, steering committee, etc), allow the commission to field questions from the public, introduce Matthew, etc.

Initial Stakeholders meeting: Saturday, February 25; 9-12 and 1-3; place TBD.

This is designed to be a work session, where the list of Stakeholders will be refined, Stakeholders will develop the ground rules of the process, and the initial steps of the process will take place.

Cleo will check on the availability of the Keet MPR or the MEHS Activity Center for the location.

While discussing the details of these events, Kayla pointed out there is some uncertainty about who is responsible for some of the coordination roles; that the facilitator/assistant contracts aren't explicitly clear on some things. The group agreed that this should be discussed in greater detail, but decided to wait until Matthew had returned to discuss it too deeply.

The committee also spent some time outlining the key points for their public statements about the upcoming meetings and the current status of the process. The **key talking points** include:

- Beginning of the process
- Open meeting
- You are invited; we want you – this process is up to you
- You're invited to participate in your community's tourism planning effort
- Important to find people that may not immediately rise to the top – we're still looking for people
- Make distinction between process and content – that the end goal is not yet determined
- Emphasize the local website (www.sitkatourismplan.org) as well as David Chrislip's new website, which could help describe the process (www.skillfulmeans.org)

The committee discussed some **publicity** strategies for the upcoming meetings. The following suggestions were made, along with the people who agreed to follow through:

- Interview on the radio (Raven, KICW) – Brian and Cleo will contact Rob Woolsey about doing a story and possibly a “call-out” during the morning news
- Newspaper – Julia and John will contact the Sentinel and do an interview
- PSAs on radio and in print – Kayla will draft the text, Steering Committee will approve; Kayla will take the PSA to radio stations; another committee member will see about placing paid ads in three issues of the Sentinel (Friday 2/17, Wednesday 2/22, and Friday 2/24).

Refreshments for 2/24 and 2/25?

Not for Friday

Yes for Saturday – coffee, tea; it was not determined who would be hired to provide the refreshments.

Handouts for the public informational meeting

Dorik suggested contacting David Chrislip for a condensed version of some of his handouts – perhaps Matthew could work with David to put their ideas/process together. This will be discussed in greater detail at the next Steering Committee meeting.

Who presents what at the public meeting?

Dorik also offered his input on this topic – the public expects the spokesperson to be the LRPC; they are the responsible party and should be viewed as leader of the process. LRPC/Steering Committee members will introduce the process, the facilitators, and supply a recap of what’s happened so far. Perhaps it would be helpful to make a reference to the collaborative process done with the solid waste issue. Matthew could discuss the process part of it after he’s been introduced. Of the Steering Committee members, Cleo, Julia, and possibly Hugh will be here on the 24/25.

The Steering Committee will meet again next Monday, 2/20, at 5:30 in Centennial Hall.