

**Sitka Long-Range Tourism Plan**  
**Meeting to plan the public informational meeting**  
**21 February 2006; 7-8:15 pm**

**In attendance**

*Steering Committee members:* Hugh Bevan, Julia Smith

*Conveners:* Judy Ozment, Tonia Rioux, Jeff Budd, Dave Malone, Vern Culp

*Facilitation Team:* Matthew Turner and Kayla Boettcher

At the close of last night's Conveners meeting, people were interested in helping with the next steps; these folks from the Conveners offered to help plan Friday night.

Hugh presents other agenda items that the Steering Committee needs to consider at some point, although they may need to be when more SC members are present:

- Chris Beck's contract – some concerns about the scope of work, his contract is not complete.
- need to understand how we're handling advertising costs; ad expense is not in Matthew's contract, so we need to be clear with the Sentinel about how to bill for those.

**Friday night – public information kick-off meeting**

This is our chance to present what's been happening here, what this process is all about, where we're at with it.

Matthew says he's been talking with David Chrislip – he says we need to keep emphasizing that this is about the process, not about the content.

Items to discuss tonight to plan for Friday – Agenda, Media coverage of the event, publicity of the event, information gathering from audience at the meeting, visual aids (posters, handouts, etc.), and presentation style.

*Agenda* (Matthew's proposal for discussion)

1. History:

Mission

2. Overview of the Collaborative process:

Consensus (not about voting)

Helping people remember solid waste process

What can cause this process to fail?

What makes this process succeed? (quote from DC prologue)

3. People

Steering Committee

Convener Group

Stakeholder Group

Steps to the SH group (P&E)

What does the SH group do? (commitment)

Who are the SH?

### Role of the Facilitator

#### 4. Other ways to engage in the process

Community dialogue (resp of SH to dialogue outside of meeting)

Community Meetings/Outreach

Website

Radio, other media?

#### 5. Timeline/Benchmarks

One individual asks about where we talk about what the product will be –

- Matthew says David Chrislip's advice is to focus on the process, not the content
- Hugh says its difficult to describe, many people may arrive wanting to be Stakeholders; we need to be clear about this being an informational meeting so people don't show up with boxing gloves

Someone asks: Isn't the mission statement about forming a plan?

Hugh agrees, says we may not get there in this phase with the amount of money budgeted; we need to convince the assembly of the public's wishes; overall plan is to make a plan, but that's a lot more money; we can present what the community wants, and that advice goes to a professional planner to see through.

Another asks: What about Stakeholders providing input on Phase II? By the end of Oct – can't this group approach the assembly with this phase and ask to continue the planning process instead of handing it off to a planner?

It is observed that the Stakeholders may have enough of a challenge getting to community consensus on the issues at hand, let alone developing a plan by October. This is why we can't say for sure what the outcome will be by October – because it depends on how the process goes.

Places to address this in the meeting – during the presentation of mission, also “what does a Stakeholder do?” First step for Stakeholders is to agree on where we're at, what we're dealing with. This could take some time, because of the consensus-based formula. Then we access the information we need to move forward – local experts – enabling the Stakeholders to make reasonable decisions. Hard to say when that happens in this process. We're convening a group of Stakeholders to develop a plan – the mission statement is still the goal, we can't say we WILL develop a plan, because the process will determine how far we get at whatever time.

Matthew says one thing he anticipates is that we'll have a long list of topics to get consensus on, some we'll move quickly on, others will be more contentious and require more deliberation.

It will be especially important to emphasize that this is about the *process* not the content in the public meeting.

Another Convener asks: Should we plan another public event – will Friday satisfy the public's request for information?

Lots of stuff going on Friday and Friday night – this is short notice to get the word out. Media coverage and on the website providing as much information as possible. We'll discuss this more in a moment.

Hugh makes a suggestion: that we publish the meeting agenda in the paper so people know what to expect.

He also proposes the following agenda – words/phrases more developed to provide public with more information about what to expect:

1. Introductions
2. History of tourism planning process
3. Overview of community collaborative process
4. People, perspectives, and experience
5. How will Sitkan's participate
6. Planning timeline
7. Q&A

Group concurs with this agenda.

**Promotion of event:**

As of now – the only publication is a PSA on Raven Radio.

One Convener comments that that's about a week too late – whatever we do now needs to be done in a big way.

Another says that Friday is a busy night, and asks if we are we stuck on having it on Friday? Someone replies that the people that are really interested and think it's important will find a way to attend

Another adds, "If they know about it...there's really only two days."

Hugh asks when the group feels the Stakeholders would convene?

Someone replies that we were waiting for Friday night to have more Stakeholders self-identify, then the Conveners would sort through and cull list.

And how much time is needed between public meeting and Stakeholder meeting?

Time to gather names, cull the list, approve with Conveners, inviting those folks and getting consent; realistically a week. Original plan of having those meetings back-to-back was unrealistic.

The group reaches consensus to move ahead with the meeting on Friday night. Matthew reminds everyone that we need to get off thinking about the calendar – we have reevaluated Friday's step, now we'll take that step and see if that meets our goal.

The group is concerned that people who want to be involved may not be able to attend Friday's meeting – we need to find other ways to educate the public.

Hugh proposes trying to have the 1<sup>st</sup> Stakeholder meeting on March 1. There is some urgency to move through the process, that time is slipping away. Matthew acknowledges that urgency, but says we also need to honor the process and carefully get consensus before taking the next step, otherwise we lose credibility in the process.

In advertising, we need to promote other ways to get the information if they can't attend, also really underline that this is about process, not content – we are here to develop a credible process – telling people if they don't have time to attend the meeting, they need to check the website for info about this process.

We also need to consistently promote the website as a place to get updated information.

Promoting the event (ideas and people who will do them):

- Publish agenda in the paper - Julia
- PSA to all media: Raven, Sentinel, KIFW, etc. Kayla will send text; Tonia will send out the PSA
- Word of mouth – everyone
- Email – through list serves – Kayla will pass on text, ask Conveners and Steering Committee to forward the information on to their list serves and potential Stakeholders.
- Paper display ad – Wednesday's paper – Julia
- Raven – interview scheduled with Matthew/Brian
- Problem Corner – Tonia (PSA)
- Have a link on existing websites (i.e. Shee Atika has a link to our websites) – Kayla will send text to everyone and ask them to put it up
- Letter to the editor – Hugh

Getting info out (after the meeting):

- Assuring paper coverage, - Julia
- front page in the Soup.
- Dan Etulan – video archive of event – Hugh
- Word of mouth - Everyone

### **Visuals for the meeting:**

What items should be available at the meeting on Friday as posters, handouts, other visual aids?

- Items from the website in a power point
- Handout: who are the SH, their responsibilities; other side is the basic tenet of the collaborative process, Sitka's mission statement

### **Presentation Style:**

How will this information be presented on Friday?

Important to Matthew – the guy that facilitates this is not the face of the process – the face of the process should be the Steering Committee, and the members of the public who have been engaged in this process so far. Hopefully most of the agenda can be presented these folks.

Matthew also suggests that it might be useful to put a panel up there – put a face on these folks.

The group suggests putting the agenda on Power Point slides, and each member of the panel will talk about one of the agenda items. Power point is good for presenting in a larger room.

Members of the Steering Committee will be on the panel, as well as any Conveners who are interested in participating.

Assembly member Jay Stelzenmuller is present, and asks if this process is going okay now. He's concerned that there doesn't appear to be the one person who is responsible for this effort – the go-to person for clarification if things go wrong.

Matthew comments that part of that is a need to clarify roles. The facilitator role is only to help other people move through, engage and participate – when it shifts to where that person is doing all the work, it's not participatory, not a community movement. We can already see that there are people engaged in this process and wanting it to succeed as evidenced by the Conveners who came tonight to help plan Friday's event.

Other reply to Jay that the steering committee is the head.

Hugh says he sees the Steering Committee as being the where, when, and how much people; the facilitator handles the who and what.

Jay comments that this seems to be a lot of responsibility on volunteer Steering Committee, that it seems we need more organization/oversight. He encourages the committee and facilitator to spend more time and more money to meet deadlines and get the people organized.

People who are planning to help with the meeting on Friday agree to meet at 6:00 at Community House to lay out the flow of the evening.