

Sitka Long-Range Tourism Plan Collaborative Process
Steering Committee and sub-group of Conveners
March 1, 2006; 6:30 pm
Sitka Economic Development Association conference room

In attendance: Bill Paden, John Litten, Hugh Bevan, Fred Reeder, Julia Smith, Judy Ozment, Cleo Brylinsky, Jeff Budd, Dave Malone

The goal for this group is to review the current list of potential Stakeholders and ensure that there is a reasonable core group of Stakeholders that fulfill all the Perspectives and Experiences that have been identified as necessary to this process. Ideally, the list could be culled from the 200+ names to a more manageable group.

The group decided to start with people who volunteered to be Stakeholders, as well as those who have been specifically recommended by the Steering Committee and Conveners. Many of these people still were not associated with the Perspectives and Experiences that they represent on the matrix – in small groups, people worked to fill in the P&E for people they know.

After this was accomplished, and the matrix was filled in electronically on the spreadsheet, the group continued to deliberate how to narrow the list. To do this, various strategies were suggested and tried.

- The group looked at all the categories and how many people were representing each category at this point to see if any categories seemed over-represented relative to Sitka (i.e. was the proportion of business owners on the matrix in line with the proportion of business owners in town?).
- The group looked specifically at categories where there might be the most public scrutiny, and they felt good about the proportions there (i.e. residents involved with tourism vs. residents not involved with tourism).
- It was suggested to pick some people off the list from categories that have too many people in them. This idea was put aside, however, because to do that would take some people off the other areas they represent and skew the numbers in different ways.
- Instead of taking people off the list, the group decided to set thresholds.
 - First of all, they decided to include all people who had volunteered to be Stakeholders, and invite those people from the “specifically recommended” list who met 9 or more of the Perspectives and Experiences.
 - Secondly, for any categories that had 3 or fewer representatives in them, people who represent those categories would be added to the list from the additional list of names that had been brainstormed at a previous meeting.

There was some discussion about the low representation of Alaska Natives. Some people believe that since 20% of the population is Native, that 20% of the Stakeholder group should be Native. Others believe that it doesn't need to be 20%, as long as their perspective is being represented, similar to the fact that the Stakeholder group doesn't need to be x% of youth based on the population of youth in Sitka. Dave Malone, of Shee Atika Corp., had approached their shareholders and tried to do some active recruiting. He said it's really hard

to get them to commit, but they're very interested to know what's going on. The board has charged Dave to represent them, but he recognizes that he's not actually Native.

Another group member is concerned about the low level of youth and students on the list.

There was also much discussion about the likelihood of attrition and that the folks Conveners had recommended would not all show. The importance here is to keep an eye out for who drops out, and if their perspectives are still represented in the group.

Another idea proposed by the group is that as the people are doing the inviting/recruiting, perhaps they ask the potential Stakeholders if they have a unique perspective to bring, or show them the full list of confirmed Stakeholders and asking if someone there represents them. This would be an opportunity to also point out that Stakeholders will have the responsibility of reflecting larger groups and making sure they are talking with others from their circle.

Matthew agreed to follow the groups' recommendations for meeting the thresholds and will send an updated version to the group. The full group of Conveners will review this list next Monday, March 6. After that, Conveners and Steering Committee members will work on inviting/recruiting the others.