

SOUTHERN OREGON COAST RURAL TOURISM STUDIO

TEAMING FOR IMPACT AND ACTION WORKSHOP NOTES

April 19, 2017 | North Bend

FACILITATOR

- Alexa Carey, Destination Development Specialist, Travel Oregon

TRAVEL OREGON STAFF

- Kristin Dahl, Vice President of Destination Development
- Elena Vizzini, Destination Development Coordinator

ATTENDEES

- Allison Richards, Cardinal Services, Inc.
- Anne Donnelly
- Bart Taylor, Erickson Designs
- Brandy Haselden, NeighborWorks Umpqua
- Brian Kraynik, Prosper Landing
- Courtney Flathers, OSU Sea Grant
- Dana Nichols, Greater Bandon Association
- Daniela Pavoni, USDA Forest Service
- Dave Lacey, Oregon Coast Visitors Association
- Deborah Will, Oregon Coast Water Taxi
- Deborah Yates, Reedsport Main Street Program
- Dee Dee Murphy, Reedsport/Winchester Bay Chamber of Commerce
- Donna Villarreal, Itty Bitty Inn
- Elizabeth-Claire Knox, Coos Bay Downtown Association
- Garrit Craig, US Forest Service Central Coast District
- Harv Schubothe, Greater Bandon Association
- James Heinrich, Seven Devils Adventures
- Jennifer Groth, Southwest Oregon Regional Airport
- Jerry Schneider, Coos County Foster Parent Association
- Jessica Lloyd-Rogers, LUEDF
- Jim Seeley, Wild Rivers Coast Alliance
- Joe Benetti, Benetti's
- Jon-Paul Bowles, Destination Management Advisors
- Katherine Hoppe, The Mill Casino Hotel & RV Park
- Kathi Simonetti, Coquille Chamber of Commerce
- Kay Claybourn, Native Species Center at Powers High School
- Linda McCollum, City of Reedsport
- Marcie Nunnely, Comcast Spotlight
- Marie Simonds, Wild Rivers Coast Alliance
- Marty Giles, Wavecrest Discoveries
- Mary Urban, Coquille Chamber of Commerce
- Michael Chupka, Bandon Dunes Golf Resort
- Michael Will, Oregon Coast Water Taxi
- Michelle Martin, NeighborWorks Umpqua
- Miles Phillips, Oregon Sea Grant
- Myra Lawson, Bandon Community S. Pool Dev. Corp.
- Nancy Evans, City of Bandon
- Rachel Nance, Bandon Dunes Golf Resort
- RJ Benner, Coos Bay North Bend Visitor and Convention Bureau
- Roselle Turenne, CDEM
- Sara Stephens, Neptune Birch
- Shaun Gibbs, South Coast Development Council, Inc.
- Stacy GAVETTE, The Oregon Connection
- Timothy Scahill, WRCA and Bandon Dunes Golf Resort
- Trish Mace, Charleston Marine Life Center
- Twila Veysey, Bayside Coffee
- Yvonne Cher Skye, Coquille Valley Historical Society
- Zach Flathers, Confederated Tribes of Coos, Lower Umpqua, and Siuslaw

The following notes are intended to be supplemental to the presentations. For full program information and presentations visit Industry.TravelOregon.com/SouthernOregonCoast.

SOUTH COAST SUPER POWERS & HIDDEN TALENS

Workshop attendees had the chance to highlight their 'hidden talents' and share them with the group. The goal of this activity was to become familiar with skills in the room that can be utilized as the region's priority projects develop.

- **Funding**
Marie Simonds, Jim Seeley, Michelle Martin, Daniela Pavoni, Marie Simonds
- **Convening**
Jim Seeley, Kay Claybourn, Jennifer Groth, Marie Simonds
- **Collaboration**
Jim Seeley, Twila Veysey, Trish, Jon-Paul Bowles, Harv Schubothe, Michelle Martin, Shaun Gibbs, Marcie Nunnelly, Stacy GAVETTE, Daniela Pavoni, Jerry Schneider, Jessica Lloyd
- **Marketing/Communications/PR**
Michael Will, Zach Flathers, Marcie Nunnelly, RJ Benner, Timothy Scahill, Elizabeth-Claire Knox, DeeDee Murphy
- **Big Picture Thinking**
Twila Veysey
- **Process Development**
Jennifer Groth, Deborah Yates
- **Networking**
Harv Schubothe, Dana Nichols, Courtney Flathers, Marcie Nunnelly, Elizabeth-Claire Knox
- **Grant Writing**
Harv Schubothe, Zach Flathers, Daniela Pavoni
- **Facilitation**
Michael Will, Michelle Martin
- **Strategic Planning**
Jon-Paul Bowles, Harv Schubothe, Zach Flathers, RJ Benner
- **Detail Oriented**
Twila Veysey, Brandy Haselden
- **Web Development**
Shaun Gibbs, Timothy Scahill, Rachel Nance, Jessica Lloyd
- **Creativity**
Brandy Haselden, Dana Nichols, RJ Benner, Elizabeth-Claire Knox
- **Data Collection**
Kay Claybourn, Brandy Haselden
- **Volunteer Coordination**
Yvonne Cher Skye, Kay Claybourn, Daniela Pavoni
- **Social Media**
Yvonne Cher Skye, Dana Nichols, Timothy Scahill, Rachel Nance
- **Photography**
Timothy Scahill, Rachel Nance, Trish Mace
- **Writing**
Jessica Lloyd, Courtney Flathers, Rachel Nance, Jerry Schneider
- **Expert in....**
Michael Will (public speaking), Trish Mace (coastal marine environment), Dana Nichols (land use planning, GIS), Courtney Flathers (public policy), Daniela Pavoni (recreation/planning permitting)

GROUP DISCUSSION: COLLABORATION SUCCESSES & MISHAPS

Participants were asked to reflect on local examples of collaborations that were successful or challenging and identify key factors that lead to successful collaboration. These include the following:

Key Success Factors:

- Aligned passions and common interest
- Honest communication
- Meetings are open minded and fun
- Combination of passion and expertise
- Seed funding for launch
- Structure with training
- Partners with collaboration skills
- Win-win solutions for all partners
- Finding consensus through compromise
- Celebrating successes along the way (with intention)
- Balance between self vs. group interest
- Address concerns upfront
- Collaborative visioning
- Awareness and use of everyone's diverse skills
- Clear goals
- Supportive team
- Willingness to listen

Creative Solutions to Collaboration Challenges:

- Intentional communication: setting up a framework and expectation and process to address concerns
- Having smaller conversations between partners that may have descent to build trust, taking it out of the group forum
- "Parking lot" or side bar discussions that can't be addressed immediately
- Skilled facilitator
- Do a training on communication protocol before the collaboration begins
- Discovery tours: get the group out to see/experience the places effected by the project
- Allow forms of anonymous input (Example: Poll Everywhere)
- Appoint a devil's advocate, or surface potential view point of missing voices

PRESENTATION: UPDATE ON THE COOS COUNTY TOURISM WORKING GROUP

Jim Seeley with the Wild Rivers Coast Alliance presented an overview and update on the recently formed Coos County Tourism Working Group.

- *Background:* In 2015, Coos County tried to levy a 10% countywide lodging tax (30% to go to police department and 70% to go to tourism initiatives).
- The levy failed, in search of a new funding alternative, the owner of Bandon Dunes suggested a 6% self-assessment fee for Bandon Dunes lodging guests only (70% to go to general fund and 30% to go to Tourism Working Group)
- Assessment fee was established in 2016 and the Tourism Working Group is now incorporated as a 501 c 6 non-profit organization which manages the 30% of funds.
- *This year* a board structure was set up to ensure that a diverse set of stakeholders were determine how funds should be spend, rather than concentrate power of commissioners and Bandon Dunes solely.
- First fiscal year anticipates \$400,000 funds.

Coos County Tourism Work Group Board			
Name	Zone/Position	Company/Organization	Title
Jennifer Groth	Zone 1	Southwestern Oregon Regional Airport	Public Information Officer
Katherine Hoppe	Zone 2	The Mill Casino	Tourism & Content Manager
Julie Miller	Zone 3	Bandon Chamber of Commerce	Executive Director
Emily Groves	Zone 4	Coast Range Timber Management, INC	Consultant
RJ Benner	At Large	Coos Bay-North Bend Visitor and Convention Bureau	Director of Promotions and Conventions
Renee Nelson	At Large	First Community Credit Union	Executive Vice President/Chief Financial Officer at First Community Credit Union - Oregon
Jim Seeley	Generator BDGR	Wild Rivers Coast Alliance	Executive Director
Michael Chupka	Generator BDGR	Bandon Dunes Golf Resort	Director of Communications
Melissa Cribbins	Coos County	Coos County Board of Commissioners	County Commissioner

Ex-Officio Members:

- Dave Lacey, South Coast Destination Coordinator, Oregon Coast Visitor’s Association
- Miles Phillips, Tourism and Business Development, Oregon State University
- TBD, Curry County Representative
- TBD, Douglas County Representative

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Workshop attendees divided into three action team planning groups: Culinary & Agritourism, Outdoor Recreation and Marketing. Groups were asked to complete the “Action Team Working Agreement” in which they initiated the ground work necessary for producing a successful action team.

Culinary & Agritourism: “Eat Fresh & Local – North” Action Team

1. Participants:

- Michelle Martin, NeighborWorks Umpqua (Convener)
- Courtney Flathers, OSU Sea Grant
- Allison Richards, Cardinal Services, Inc.
- Nancy Evans, City of Bandon
- Brandy Haselden, NeighborWorks Umpqua
- Twila Veysey, Bayside Coffee
- RJ Benner, Coos Bay North Bend Visitor and Convention Bureau
- Kay Claybourn, Native Species Center at Powers High School
- Mary Urban, Coquille Chamber of Commerce

2. Assets:

- OSU Extension
- Expert grant writer
- Farmers markets
- VCB, Chambers, RDMO
- Local growers and product
- Eat Fresh Local group
- Food council
- Travel Oregon
- BeeKeeper
- Diverse Community (particularly the blue zone)

3. Weaknesses:

- Not all players at table: Coos Watershed, Coquille, Chefs and restaurants, wellness organizations, fishermen, CCO, bee keepers, etc.
- Funds
- Lack of existing infrastructure and owners (farm trail)
- Lack of “eat fresh” marketing
- Time
- Geography

4. Communication:

- Quarterly video conference
- Monthly phone meeting
- Email group
- Basecamp
- Follow-up after meetings to outline tasks
- Agenda reminder one week prior to meetings

5. Decision Making Protocol:

- Democratic
- First of 5 (from The Ford Family Foundation Leadership Program)
- Report to Steering Committee regularly

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Culinary & Agritourism: “Eat Fresh & Local – North” Action Team (continued)

6. Interdependencies:

- Connecting with Marketing Action Team and Outdoor Recreation Action Team
- Wild River Farm Trail
- South Coast Food Council
- Oregon Trails/policies: ODOT, Dept. of Agriculture, USDA, etc.
- OCFSN
- Travel Oregon Agritourism Network

7. Project Concepts:

- Expand the Wild Rivers Coast Farm Trail to Coos and Douglas County
- Establish a Southern Oregon Coast Agritourism Team
- Create resource guides for fishing and aquaculture experiences
- Survey agriculture of what is grown regionally and if farmers are interested in farm trail
- Incorporate more agritourism experiences in coos county visitor guides
- Create an event that features multiple agritourism establishments on farm trail (like Ireland)

8. Priority Projects:

- Expand the Wild Rivers Coast Farm Trail to Coos and Douglas County and include seafood and artisan culinary experiences

9. Next Steps:

- Survey food and farm producers to asses interest in visitor experience potential
- Connect with ORLA
- Connect with missing niches: fishermen, artisan culinary establishments
- Develop recruitment strategy for businesses
- Identify local partners: SWOCC, OCCI, OSU Extension
- Trail Run Farm Trip (with public entities: private restaurants)
- Look into metrics around farm trail economic impact to justify business investment
- Check with growers about interest in whole sale market (partner with DMO)
- Address signage, risks and regulations
- Research on other successful models
- Develop digital and printed map

10. Milestones:

- Survey results
- Participant list
- Printed and digital map

11. Success Factors:

- Common interest
- Harvest communication
- Strong Leadership
- Structure with training
- Partners with collaborative skills
- Consensus with companies
- Balance between group and self interest
- Clear goals
- Supportive team

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Culinary & Agritourism: “Eat Fresh & Local – North” Action Team (continued)

12. Creative Solutions to Collaborative Challenges:

- Intentional communications
- Small conversations with outside stakeholders
- Building relationships
- Open minded to conversations
- Discover FAM tours
- Anonymous input

13. Funding Strategies:

Cost Match:

- USDA
- Advertising for map printing
- Pre-sell passports
- Industry and private business
- WRCA
- County eco-development funds
- City eco-development funds
- Universities
- Foundations: Maya, OCF, TFFF
- Oregon Food Bank
- Farmers Market
- SWOCC
- Title sponsor
- CCC

In-Kind:

- NWU staffing
- Bay Area VCB
- Universities
- SWOCC
- Youth funds

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Marketing and Communications Action Team

1. Participants:

- Deborah Will, Oregon Coast Water Taxi
- Timothy Scahill, WRCA and Bandon Dunes Golf Resort
- DeeDee Murphy, Reedsport/Winchester Bay Chamber of Commerce
- Myra Lawson, Bandon Community S.Pool Dev. Corp.
- Stacy GAVETTE, The Oregon Connection
- Trish Mace, Charleston Marine Life Center
- Rachel Nance, Bandon Dunes Golf Resort
- Jessica Lloyd-Rogers, LUEDF
- Jerry Schneider, Coos County Foster Parent Association
- Bart Taylor, Erickson Designs
- Jennifer Groth, Southwest Oregon Regional Airport
- Marcie Nunnely, Comcast Spotlight
- Shaun Gibbs, South Coast Development Council, Inc.
- Michael Chupka, Bandon Dunes Golf Resort
- Elizabeth-Claire Knox, Coos Bay Downtown Association
- Katherine Hoppe, The Mill Casino Hotel & RV Park
- Kathi Simonetti, City of Coquille

2. Assets:

- System designed and created
- Communication tools
- Existing DMOs and Chambers
- Open and willing to work together

3. Weaknesses:

- Capacity
- Internal communication
- Busy people
- Funding
- Aligning common goals: need to work on collaboration skills

4. Communication:

- Email
- Google Drive or Basecamp
- Report to Steering Committee
- Stay current on status of other action teams via convener

5. Decision Making Protocol:

- 1st general agreements
- 2nd thumb method

6. Group Meetings:

- Dial-in option
- Sub committees: Orb (OTIS) and photography
- Define roles: note takers, meetings
- Creating a work plan with milestones and deadlines
- Send out agenda and workplan before meetings

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING
Marketing and Communications Action Team (continued)

7. Interdependencies:

- Other action teams and what they are developing
- DMOs and RDMOs
- Wild Rivers Coast group marketing

8. Project Concepts:

- Help businesses and attractions create and update quality listings in the Orb (OTIS)
- Establish a marketing action team
- Develop regional themed itineraries and niches high quality photography
- Design and develop a customer service training:
 - o Familiarization trip format
 - o Training for travel businesses
 - o Trip Advisor
- Provide regular networking opportunities for businesses
 - o Integrate with other gatherings happening
 - o Buzz on Biz
- Training opportunities for business travel
- Photography and videography

9. Project Priorities:

- Orb (OTIS) and assets
- Photography and video assets

10. Next Steps:

- Orb (OTIS):
 - o Get regional Orb people to meet and have a work session – then identify gaps and areas that need updating
 - o Identify Orb pipeline
 - o Talking point about Orb
 - o Define Success story
 - o Capacity needed to work on Orb
- Photography and videography:
 - o Talk to Miles at OCVA meeting
 - o Coordinate system including standards
 - o Aggregate what exists currently
 - o Hire necessary photographer
 - o Collaborate with SWOCC on a photography class

11. Milestones:

- Increase listings on Orb
- Create a database of South Coast photography

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING
Marketing and Communications Action Team (continued)

12. Success factors:

- Common interest

13. Funding Strategies:

- Travel Oregon Grant
- County tourism work group
- In-kind donations
- VCB
- Local DMOs
- RDMO: OCVA
- Tribes
- Local economic development organizations
- WRCA
- OCF
- County funding
- Private funding
- Local photo donations
- Articulate how marketing team is contribution to overall vision of the region
- Building relationships: the Marketing Action Team seeks to provide the assets needed in order to elevate the profile of this region and relationships.

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Outdoor Recreation Action Team (ORAT)

1. Participants:

- Dave Lacey, Oregon Coast Visitors Association (Convener)
- Michael Will, Oregon Coast Water Taxi
- Dana Nichols, Greater Bandon Association
- Harv Schubothe, Greater Bandon Association
- Marty Giles, Wavecrest Discoveries
- Deborah Yates, Reedsport Main Street Program
- Zach Flathers, Confederated Tribes of Coos, Lower Umpqua, and Siuslaw
- Yvonne Cher Skye, Coquille Valley Historical Society
- Jim Seeley, Wild Rivers Coast Alliance
- James Heinrich, Seven Devils Adventures
- Daniela Pavoni, USDA Forest Service
- Brian Kraynik, Prosper Landing

2. Assets:

- Knowledge
- Experience
- Enthusiasm
- Existing trail plan
- History and culture
- Existing momentum: projects moving forward
- Collaboration
- \$20,000 in seed money

3. Weaknesses:

- Rainy day/weather challenges for visitors
- Lack of volunteer base
- Way to communicate with missing parties
- Funding
- Signage/wayfinding
- Conflicting priorities
- State laws/restrictions

4. Opportunities:

- Incorporate other pieces of tourism

5. Communication:

- Email
- Basecamp
- Social media

6. Decision Making Protocol:

- Seek consensus

7. Group Meetings:

- Conference calls
- Revolving in-person meetings

ACTION TEAMS: CONVENING AND STRATEGIC PLANNING

Outdoor Recreation Action Team (continued)

8. Interdependencies:

- Marketing & Culinary Action Teams
- Land owners

9. Project Concepts:

- Create a regional outdoor recreation trails plan and alliance – focus on land and water based trails.
- Develop regional water trails and water recreation access
- Create a sport fishing and charter network to expand tour offerings and services
- Develop transportation and shuttling services to support outdoor recreation across and connectivity

10. Project Priorities:

- Regional outdoor trail plan that includes land and water trails. Review analysis.
- Develop regionally based projects:
 - o Reedsport trails: Levy Trail, Dunes Trail, River Trail
 - o Coos Bay/ North Bend: connect the boardwalk
 - o Coquille Valley: water trail
 - o Bandon: Charleston and Bandon Scenic Byway
 - o State designated water trail between Coquille Valley and Bandon

11. Next Steps:

- Include more stakeholders
- Identify gaps and refine plan
- Prioritize projects
- Identify funding sources
- Define terms, identify geo-boundary
- Develop comprehensive inventory of existing and proposed trails
- Resource inventory
- Develop a sustainability plan

12. Milestones:

- Adopting the plan:
 - o Establish inventory
 - o Assess feasibility, quality and sustainability
 - o Prioritize projects

13. Funding Strategies:

- Donors
- Investors
- State
- Leverage existing funding: RTP, LWC, NPS, etc.
- Establish service groups and clubs
- Create relationships (especially regarding permitting)
- Civic organizations
- Partners
- Operation Coquille
- Corporate sponsors: Nike
- Tribes
- Universities

