

Notes from the
Oregon Rural Tourism Workshop – May 29th, 2009
Joseph, OR

Team Building Workshop

Facilitator: *Maurizio Valerio, Rural Development Initiatives*

Travel Oregon: *Kristin Dahl, Tourism*

Participants List:

1	Jeff	Baird	Joseph Digital	Owner
2	Dina	Ence	Mingo Motel	Owner
3	Jenny	Hawkins-Hogrefe	Source Tours	Owner
4	Todd	Honeywell	Wallowa Lake State Park	Manager
5	Jerry	Hustafa	Forest Service	
6	Sondra	Lozier	Hells Canyon Mule Days	President
7	Sara	Miller	NEOEDD	Econ.Develop. Specialist
8	Julie	Mullen	NEOEDD	Project Coordinator
9	Troy	Nave	Wallowa Resources	Field Trip Coordinator
10	Liza Jane	Nichols	6 Ranch	Owner
11	Becky	Rushton	Outlaw Restaurant & Indian Lodge.	Owner
12	Vicki	Searles	Wallowa County Chamber	Executive Director
13	Doug	Terry	Terry Co.	Owner
14	Vanessa	Thew Thompson	North End Crossing Bed & Barn	Owner
15	Gwen	Trice	Maxville Heritage Interpretive Center	Project Mgr.
16	Alice	Trindle	EOVA	Executive Director
17	Maurizio	Valerio	Rural Development Initiatives	
18	Lynn	Wolf	Lakeside Interiors	Owner

This session started with an effective activity – “ ... from A to Z” that well illustrated the power of community assets.

A brief discussion ensued covering the semantic of the word Team and the definition of “Collaboration”. We then discussed the 8 myths of Collaboration.

The group briefly talked about the “when” to collaborate and the complexity of Team work / Collaboration.

The participants were asked to identify up to five local examples of successful collaborations both the reasons for success and the

SUCCESSFUL COLLABORATIONS AND WHY (in Wallowa County)

Group 1

Successful Collaborations:

1. Fishtrap
2. Muledays
3. Wallowa Resources

Reasons for Success:

- Fundable missions
- local missions,
- demonstrated great leadership,
- structure,
- strong heritage connection in the County,
- hard work,
- endurance, commitment, stuck with it,
- good leadership at all levels

Group 2

Successful Collaborations:

1. Joseph Main Street project
2. E. Moraine Protection
3. Fishtrap
4. Art in Schools
5. Rodeo

Reasons for Success:

- For Joseph Main Street:
 - Property owners decided to tax themselves (demonstrated local financial commitment),
 - stuck with it, persevered
 - Creative – brought in contributions by the artists,
 - Freedom to take risks – creativity with design and fundraising.
 - They were working under a deadline.
- Other similar to Group 1

Group 3

Successful Collaborations:

1. Formation of Wallowa Resources
2. Hells Canyon Scenic Byway project
3. Revitalize Joseph Main Street project

Reasons for Success:

- All examples have a broad base of stakeholders.
- Scenic Byways has a broad base of federal, local, and Tribal partners.
- Long-term stick-with-it-ness.
- For Wallowa Resources, it formed during a period of acute need which fostered collaboration.

Group 4

Successful Collaborations:

1. Wallowa Canyonlands Weed Management area (located in the vicinity of the Minam River)
 - a. Many partners working together to rid weeds – USFS, BLM, WR,
 - b. ditch people
 - c. Ditch Association
2. Eagle Cap Sled Dog Race
3. Fergi ski area
4. Maxville History Center – city, county, non-profit, USFS, senate

Reasons for Success:

- All the above Belief in the mission.

COLLABORATION CHALLENGES

On the opposite side of this spectrum Groups were asked to identify the Collaboration Challenges. Which behaviors / reasons are detrimental and end up **sinking collaboration**

The following were highlighted:

- Ego of participants
- Political view points, divide in ideology
- Finding funds
- Hard to build a consensus, lack of consensus
- Over-committed people get burned
- Fatigue of local “usual suspects”
- No longer meets a need

COLLABORATION STRUCTURE

“Without a solid and well agreed structure no collaboration will ever be accomplished nor sustained.”

This phrase was the spark for a brief but contractive discussion of the need of a solid collaboration structure.

GROUP DECISION MAKING

After conducting the Activity *Lost at Sea*, the participants were asked to comment on:

What helped your group make a decision? (from the Lost at Sea activity)

- Information available
- Heard things they hadn't thought of as individuals
- Philosophy for ranking before making decision
- Trusting the judgment of some people in the group who have different experience than you do

What got in the way?

- Time restraint was a big factor
- Uncertain of future circumstances
- Variation in experience

The Group was then asked to think on how to apply some of this Group Decision Making Scenario to the dynamic of the Teams/Groups you are working with (or you will work with in the future).

ACTION TEAMS FORMED – participants were asked to form Action Teams around ideas that have previously surfaced during Session 1, 2, 3 of the OR Rural Tourism Workshops.

Each Action Team had to Report:

- Name
- Project
- Goal
- Members
- Next Steps
- Next Meeting

The following Team surfaced from the participants:

1. Events – “The Calendars”
2. Agri-tourism – “Local FIG” (Food Interest Group)
3. Bike Tourism – “WaCA” (Wallowa Cycling Association)
4. Cultural / Heritage Tourism - “Heritage Byways”
5. Collaborative Marketing – “Destination Marketing WC”

1. EVENTS ACTION TEAM

Team name: “The Calendar”

Project: Coordinating events within organizations and businesses

Goal: To have businesses and event coordinators to work together for the benefit of everybody

Members: Hal, Vanessa, Doug, Lynn

Next steps:

- a. Collect a list of businesses and organizations
- b. Gather a list of current events
- c. Contact Leavenworth to see how they set up their calendar as it’s a good example

Next meeting: July 6th @ 6:00pm @ Lear’s

2. AGRI-TOURISM TEAM

Team Name: “Local food interest group” (or “Local FIG”)

Project/product: High quality local food and experiences

Goals: To encourage production, access, use and sales and raise awareness.

Members: Participants of the Agri-Tourism RTS workshop. Outreach to existing local foods group, reach and out invite others

Next steps:

- a. outreach
- b. Set up structure

Next meeting: June 8th 12:00pm at the Enterprise Library

3. BIKE TOURISM TEAM

Team Name: "WaCA – Wallowa Cycling Association"

Product: Develop cycling tourism in Wallowa County with an eye toward economic enhancement and improving riding opportunities for all.

Goals: To develop a product that provides information which enables people to come to WA County to stay and play. Secondly, recruit more team members for the team.

Members:

Troy Nave (role: facilitator/chief), Jerry Hustafa (role: recruit others to join group), Jeff Baird (role: tech support), Julie Mullen (role: mover & groover), Dina Ence (role: conduit with community amenities)

Next steps:

- a. Post exiting cycling routes on new county site and the state's new *Ride Oregon* website
- b. Communicate biking projects to the lodging and retailers (community)
- c. Establish a signature ride

Next meetings: June 13th at 6:00pm @ TG in Enterprise

3. CULTURAL/HERITAGE TOURISM TEAM

Team Name: "Heritage Byways"

Product: Cultural heritage buildings/structures, interpretation and education

Goals: Make sure that the Maxville Interpretive site gets placed in the Hells Canyon Scenic byway Interpretive Plan

Members: Gwen Trice, Alice Trindle, Todd Honeywell

Next Steps:

- a. Provide vision, project details and site schematic itself
- b. In 2010 apply for the FHWA Interpretive grant funds
- c. Look at additional funding

Next meetings: June 29, 2009 10:00am on the Maxville Interpretive site

4. COLLABORATIVE MARKETING

Team Name: Destination Marketing WC

Product/product: Formulate a marketing plan that outlines marketing opportunities for niche markets that local businesses can tap into.

Goals:

Members: Vicki Searle, Sondra Lozier, Becky Rushton

Next Steps: Look at available programs and get them organized into a resource guide. Evaluate market opportunities for the local area and provide businesses

with guidance. Will talk about how this team will look and what it will accomplish.

Meeting: Thursday morning June 4th at 8:00am at the Wallowa County Chamber

Project ideas:

“Heritage Byways” Cultural Heritage Team

- Maxville Living Brochure
- Kiosk on interpretive center in downtown Wallowa on the Maxville Interpretive site with brochures and what else is going on, etc.
- Weekly scheduled re-enactment of that time (1920s, 1930)– live entertainment in Wallowa
- \$10,000

WaCa - Wallowa Cycling Association

- Discussed community support for feasibility study – may not be there. Not certain if initiatives need money at the moment. If anything, on a bit for maps, etc. Need more time to bring in other bike advocates and discuss in more detail.

Local FIG Team

- Fund ongoing coordination of the effort
- Advertising, professional services (writing, design services, print materials), travel expenses, events in Portland & Wallowa to make the farmer chef connection, updating local food directory, local food promotions, recipe in paper, special workshop for food producers
- \$45,000 budget looking at all kinds of funding sources

Destination Marketing WC

- Social media project for tourism product development. Working groups could blog on the website. Could use social media channels to get information out about packages and new products.
- Want a little bit of money -- \$1,000 and Chamber would match \$1,000.

Team Building Workshop

Facilitator: *Maurizio Valerio, Rural Development Initiatives*

Travel Oregon: *Kristin Dahl, Tourism*

Fundraising 101

The group briefly explored how Successful fundraising starts with understanding of the diverse fundraising strategies are and how they differ in their effectiveness, purpose, and time frames for results.

The concept of outside or inside resource was briefly addressed. Indeed while outside sources (Grants) are often a needed injection for the starting of any Economic Development in the Community, the *Sustainability* and the long term success of such programs, almost invariably lays in a solid community support.

The group commented and brought up some examples based on the quote below. "Whether is called development, advancement, attracting philanthropic resources, cultivating voluntary support, or friend raising, the key to fundraising success is *relationship building*" S. Nudd,, 1991

Tourism Funding Sources – a Survey

We briefly mention how a comprehensive knowledge of all the available sources (grassroots, professional, grant, government) will enhance the effectiveness of any fundraising campaign.

The workshop participants were then guided trough a "Web Survey" of typical Funding sources available – on the web - to the tourism industry in general and more specifically to:

- Biking Tourism
- Agri Tourism
- Cultural Tourism

Fundraising Plan for your Project

The different Action teams were asked to conduct a "due diligence" Action Planning for their projects and using a Worksheet from their Participant Material:

1. Decide how much each strategy can raise

- a. cash
 - b. in-kind amounts
2. Complete top section of Worksheet #1 Draft Action Plan for your Top Strategy.
3. Assign 3 Action Steps to carry out your top (most effective) strategy.
4. Report to the whole group

Different Strategies, levels of engagement, , and a great diversity of approaches, emerged during this activity Some groups decided that they were not ready to go to this level of details and postponed this activity to their first scheduled meeting.

Travel Oregon Matching Grant

The participants of the OR Rural Tourism were recognized by Travel Oregon in a very special way a special \$10,000 Matching Grant.

This Matching Grant is offered by Travel Oregon to your community to develop one (and possibly more than one) Tourism Project. The Criteria are:

- Submitted by (date to be announced)
- Approved by (date to be announced)
- Based on Team work
- Wallowa County

The Action Teams were invited to think how the opportunity of Matching Grant could help their specific project.

Each Action Team engaged in a group meeting followed by a lively conversation during which Action Team advocated to allocate certain portion of the Grant Money to their project.

Although some specific numbers were presented the groups agreed that they all needed more time and more information about their individual projects.

However, a date was set for all the groups to meet and discuss how to proceed forward in a true collaborative posture.

WALLOWA RURAL TOURSIM COLLABORATIVE MODULE

The layout below depicts the collaboration module identified by the participants of the OR Rural Tourism Studio.

The module clearly indicates a strong commitment to recognize and leverage the existing structure and reinforces the willingness of the participants to move forward using a true collaborative effort.

