

## **INTRODUCTION TO NETWORK DESIGN**

### **David Sawyer, Converge**

- We are creating a 15-year vision, and to carry this out will take a 15-year commitment
- The purpose of creating a network is to develop a structure to help realize that commitment
- We often focus on the "what" of the thing that're looking to accomplish; today we're going to focus on the "why"
- A network group needs an effective leader to convene the group on a regular basis
- Without leadership and strong relationships, it is easy to have participant atrophy

The five C's of collaborating to form a success and effective network:

- Clarifying purpose
  - What is this group's objective? How will we measure success?
- Convening the right people
  - What perspectives need to be at the table to achieve this objective?
- Cultivating trust
  - Build relationships between this group. Get to know each other and become familiar with what each can offer
- Coordinating existing activities
  - Share what efforts or projects are already happening, best practices, and prevent duplicated efforts
- Collaborating for systems impact
  - "A rising tide floats all boats;" greater impact can be made by leveraging resources of the group

## **PARTICIPANT FEEDBACK**

- This is an incredible amount of new information, it is a lot to digest at this stage
- How do you create a network that provides immediate value for those around the table and succeeds in moving the priority action areas forward?
  - Often there is one org at the center of collaboration on an action, and as long as this org can commit to taking on this project/action, it moves forward
- One thing that's typically overlooked in the systems-thinking process is the unintended consequences of the work and project action; we often overlook the

process of what we set out to accomplish and do not foresee the effects of our actions

- Its important to be thinking bigger picture, down the road about the long-term effects or potential outcomes of project action
- If we are working on transportation as a project/action team, its not JUST about transportation – its about collaborating with associated and affected industries that touch
- All networks are different and unique; “when you’ve seen one network, you’ve only seen one network”
- How does self-interest or influence affect the outcomes of project impact areas?
  - If your priorities don’t line up with the network’s priorities, you must ask yourself why you are involved
- In a network model, there is so much fluidity – it is more difficult to define how to achieve your north star. There must be flexibility and you must deal with complex challenges as they arise.

## FUNDING RESOURCES

- Dedicated funding resources for post-studio projects:

Astoria-Warrenton Chamber of Commerce:	\$5000
City of Seaside Visitors Bureau:	\$5000
Cannon Beach Chamber of Commerce:	\$10,000
Visit Tillamook Coast:	\$10,000
Oregon Coast Visitors Association:	\$15,000
<u>Travel Oregon:</u>	<u>\$25,000</u>

Current Committed Resource: \$70,000

- Travel Oregon Grant Programs
  - Over 3 million dollars in competitive grants available per biennium
  - We have this divided into buckets:
    - Small grants: up to \$20k
      - 10% cash match required
      - Complete projects in one year
    - Medium grants: \$20-100K
      - 25% cash match required
      - Complete projects within two years
    - Oregon Wine Country License Plate Matching Grants: up to \$50k
      - 50% cash match required
      - Eligible projects are culinary focused, or projects related to these types of culinary assets

## **NORTH COAST TOURISM NETWORK**

- Convener: Nan Devlin, Visit Tillamook Coast
- Core team members:
  - Jim Paino, Cannon Beach Chamber
  - Chris Olson, Cannon Beach Chamber
  - Arica Sears, OCVA
  - Dan Haag, Manzanita Visitors Center
  - David Reid, Astoria-Warrenton Area Chamber of Commerce

## **IMPACT AREAS**

### **1. Encourage Stewardship Behavior**

- Convener: Claudine Rehn, Tillamook Estuary Partnership
- Co-Convener: Haystack Awareness (*Tentative - Claudine to reach out*)
- Participants:
  - Alix Lee, Tillamook Estuaries Partnership
  - Lorraine Ortiz, North Coast Land Conservancy
  - Court Carrier, Cannon Beach Chamber
  - Kathleen Hudson, Angora Hiking Club
  - Dan Haag, Manzanita Visitors Association
  - Donna Quinn, Cannery Pier Hotel & Spa
  - Christine Smith, Friends of Netarts Bay
- Top priorities:
  - Develop high level messaging for "Caring for the Coast" campaign
  - Stewardship Ambassador program & training; partner with outdoor recreation group
- First milestone: establish inventory of what is available, identify opportunities and gaps
- Next meeting: Weds, Feb 20 via conference call (Claudine to confirm time)

### **2. Improve & Diversify Visitor Transportation Options**

- Convener: Ken Shonkwiler, ODOT
- Co-Convener: Matthew Weintraub, Sunset Empire Transportation District
- Participants:
  - Sandra Hikari, ODOT
  - Kathy Kleczek, Sunset Empire Transportation District
  - Mary McArthur, Columbia Pacific Economic Development Department
  - Lori Beth Kulp, Lor's Tours
  - Jim Paino, Cannon Beach Chamber
  - Scott Bricker, Travel Oregon
- Top priorities:
  - Provide training/concierge program with visitor transportation options messaging
  - Improve wayfinding throughout the region

- Walking map, parking map
- First milestone: Develop a scope of work
- Next meeting: Weds, Feb 13 @ 11am, Cannon Beach Chamber Hall

### 3. Enhance Outdoor Recreation Experiences

- Convener: Teri Wing, Oregon Parks and Recreation Department
- Co-Convener: Arica Sears, Oregon Coast Visitors Association
- Participants:
  - Hannah Buschert, Friends of Cape Falcon Marine Reserve
  - Matthew Weintraub, Sunset Empire Transportation District
  - Kristen Penner, Garibaldi Cultural Heritage Initiative
  - Debra Hazelett, Butterflies Forever
  - Christine Smith, Friends of Netarts Bay
- Top priorities:
  - Beach/trail ambassadors
  - Creating off-season outdoor recreation itineraries (culinary & cultural heritage)
  - Prioritizing outdoor recreation infrastructure
- First milestone: 6/1/19: Create a curriculum for ambassador program and conducting community outreach to Rockaway, Manzanita, Pacific City, and Trailkeepers of Oregon
- Next meeting: Mon, Feb 25 @ 3pm, Fort Stevens

### 4. Champion the Value of Tourism

- Convener: Pamela Wev, Clatsop County Commissioner
- Co-Convener: Tita Montero, Seaside City Council
- Participants:
  - David Reid, Astoria-Warrenton Area Chamber of Commerce
  - Marcus Hinz, Oregon Coast Visitors Association
  - Kevin Leahy, Clatsop Economic Development Resources
  - Judith Lampi, Astoria Scandinavian Heritage Park
  - Debra Hazelett, Butterflies Forever
  - Greg Trawek, G|T Creative
- Top priorities:
  - Review data on citizen attitudes toward tourism
  - Embrace OCVA's "Tourism Champions" program
- First milestone: TBD at first meeting
- Next meeting: Tues, Jan 29 @ 11:30am, CEDR South County Center

### 5. Align and Enhance Regional Marketing

- Convener: Regina Willkie, Astoria Chamber of Commerce
- Co-convener: Mike Martin, EO Media Group
- Participants:
  - Ken Heman, Seaside Visitors Bureau

- Greg Traweek, G|T Creative
  - Donna Quinn, Cannery Pier Hotel & Spa
- Top priorities:
  - Compile a list of local media contacts/entities
  - List of photo locations outside of the usual to highlight other destinations and activities
- First milestone: 5/31/2019: Photo list completed & available
- Next meeting: Weds, Feb 13 @ 1pm – TBD

## **FINAL THOUGHTS**

- The back and forth collaborative process helps to identify challenges or issues as they arise
- We aren't going to let the momentum for this body of work sit on the shelf – we're going to stay active
- We're all change-makers; we have a chance to make a real difference for our place, now and for the future
- We're looking at these problems & solutions from the visitor's standpoint
- We want to start thinking of ourselves as the North Coast, instead of as individual communities
- Action teams – please invite Nan Devlin to your first project team meetings – she may not be able to attend every meeting but would like to stay informed