

## Grays Harbor County Marine Resources Committee

### STRATEGIC PLANNING WORKSHOP

June 11, 2012 meeting notes

The workshop took place in the downstairs meeting room of the Montesano Timberland Library from 9:00 a.m. to 3:30 p.m.

In attendance:

Alan Rammer	Birdie Davenport	Brady Engvall
Eric Delvin	Garrett Dalan	Jenna Jewett
Jodi Kennedy	Lorena Marchant	Mark Plackett
Michael Tillotson	RD Grunbaum	Robin Lerras
Shad Kears		

John Kliem, Creative Community Solutions, facilitated the meeting.

Garrett began the meeting with housekeeping issues and introductions.

John followed by explaining the value of strategic planning for the MRC. A strategic plan will help the MRC address the needs of the marine resources in Grays Harbor County by organizing its resources effectively to accomplish specific projects and programs that meet its organizational mandates. The plan is important, too, to those outside of the organization in learning about the MRC. This is especially important for attracting volunteers, funding (grant and legislative), and project sponsors.

The figure to the right shows the format of the strategic planning process. It is important for the group to note that as we advance forward in the process, there is always a need to check back on our previous work to ensure we remain on target.

The design of this workshop was to build on the foundation work started at the May 2011 MRC strategic planning workshop. John would use the outcomes that workshop, plus today's accomplishments, to prepare a document that will serve as the strategic plan for the MRC.



The agenda for day

- Review and debrief the viability assessment prepared by Mike
- Review and expand on the Mission, Goals, and Strategies from the 2011 Workshop
- Identify three-year action steps and a prepare a first year implementation plan

### **Viability Assessment**

The first part of the workshop gave participants the opportunity to review the viability assessment prepared by Mike. The viability assessment covered four focus areas of marine resources: the beach, the estuary, the nearshore, and the offshore. The review started with the participants reviewing the assessment individually or in small groups. They had the choice of doing this by examining the assessment either on individual sheets or on the wall poster.

After about 20 minutes of review time, Mike described how he created the assessment and then asked the group if they had questions. There were questions and comments regarding the generality about certain issues, such as water quality, and the need to emphasize other resources that not specifically identified, such as forage fish. There was also discussion regarding the trends relating to littoral drift from the Columbia.

The next step involved John asking the group what snapshot image or general message immediately comes to mind about Grays Harbor County marine resources after reviewing the viability assessment. The response was:

- It's the water and its quality that pulls all of the resources together
- There is incredible diversity in our resources –overwhelming
- Lots of opportunity to protect, restore, study, and do
- There is interconnectivity among the issues identified through the viability assessment
- The focus areas are alive with people, birds, fish, animals
- Hydrological connectivity is being lost, especially wetlands
- Our marine resources = employment. It creates healthy, sustainable jobs through industry, tourism, recreation
- Grays Harbor County is all about its resources – marine and upland (i.e. forests)
- The viability of these resources are tied to the large scale processes within the ocean

What red flags or concerns popped up to the participants after looking at the viability charts? The group agreed to take four red dots each and stick them on those areas of the viability assessment posted on the wall where they had the greatest concerns. The results were:

#### Beach

- Razor clams (2 dots)
- Clean beaches (4 dots)

#### Estuary

- Shorebirds (2 dots)
- Shellfish (5 dots)
- Water quality (4 dots)
- Salmon (2 dots)
- Tidal wetlands (2 dots)

#### Nearshore

- Benthic habitat (1 dot)
- Dungeness crab (3 dots)
- Primary production/forage fish (5 dots)
- Salmon (2 dots)

#### Offshore

- Space/energy (5 dots)
- Groundfish (2 dots)
- Secondary production (2 dots)

### **Review of Last Year's Mission, Goals, & Strategies**

John presented to the group a flow chart that showed the mission, goals, and strategies generated at last year's workshop. His focus questions to the group were:

- “Are the goals and strategies identified last year still valid?”
- “Should any of them come down?”
- “Do we need to any new ones?”

#### Mission Statement

There was some thought discussed about the mission statement: “Is to understand, steward, and restore critical natural and economically important marine resources *for the people of Grays Harbor County* through research, outreach, education, and action (italics added to emphasize concern).”

There was some discussion regarding whether someone might interpret the phrase “for the people of Grays Harbor County” as being exclusive of the people from the rest of Washington State and the nation. There was some discussion about the need for alternative wordsmithing of the mission statement. John suggested revisiting this issue at the end of the strategic planning process; the key actions may make it easier for the group to articulate the mission statement. Al did offer his version:

*To understand, steward, and restore the critical natural and economically important marine resources of Grays Harbor County for all citizens through research, outreach, and education actions/activities.*

The group then moved onto making appropriate adjustments to the goals and strategies.

### Goals

Goal	Goal Statement	Changes made in 2012
<b>Fish &amp; wildlife species</b>	Marine and estuarine species are abundant, healthy, reproductive; and access for enjoyment and harvest where appropriate continues	
<b>Oil spill prevention</b>	No oil is spilled in the water due to adequate planning and implementation of the prevention plan.	The group reclassified this goal as a key action.
<b>Water quality</b>	Water quality that supports and sustains uses and natural processes.	
<b>Habitat: marine-estuarine-near shore</b>	Restored habitats, where feasible, support historic levels of fish, wildlife, and sustainable local communities.	Group reworded this to: <b>Restore and maintain</b> habitats, where feasible, support historic levels of fish, wildlife, and sustainable local communities.
<b>Marine debris removal</b>	Debris is prevented from entering or lingering in the environment to the greatest extent possible. Debris is identified & removed in a manner timely enough to prevent impacts to species, habitat & water quality.	The group reclassified this goal as a key action.
<b>Recreation and tourism</b>	Recreation and tourism are diverse, reliable, & robust. Visitors understand & respect the area, & do their part to maintain, protect, & promote Grays Harbor communities.	
<b>Viable coastal communities</b>	Diverse base of marine based economies & jobs; cultural & resource integrity; hazard protection & preparedness; dynamic public engagement, stewardship, & volunteerism.	Group wanted to add the word “resilient” into the goal description

## Strategies

Strategy	Strategy Statement	Changes made in 2012
<b>Education</b>	Students and teachers receive educational programming related to marine resources.	<b>Youth and College</b> students and teachers receive educational programming related to marine resources.
<b>Public Investment/Outreach</b>	Have a measurable increase in number of public events, communication, participation.	
<b>Research &amp; Monitoring</b>	Have a web accessible library of relevant material including 5 topics each having statistically relevant research & monitoring data arranged topically & including introductory abstracts.	
<b>Stewardship &amp; Restoration</b>  (Project Implementation)	Have demonstrated increase in number of projects with goals completed, on-time, on-budget; an increase in benefit per dollar spent; & an increase in the total amount of leveraged dollars, time, services.	The title of this strategy changed to <b>“Stewardship and Restoration”</b>
<b>Leadership &amp; Influence</b>	Local state, federal, and tribal managers will engage GH MRC on marine resource decisions	
<b>MRC Operations</b>		A description of this strategy is encapsulated in “Exhibit A”

### Three-Year Action Plan and First Year Implementation Schedule

Reminding the group to recall their earlier discussions in the day, John then asked the group: “Which key actions do we need to take on over the next three years that would address the red flags from our viability assessment and address our mission goals, and strategies?”

All of the participants had the opportunity to break into small working groups, and through a series of three rounds, were able to identify key implementation actions for each strategy. Each group shared their ideas with the others and then organized each key action according to which year implementation should begin. The results of this effort appear on the next page.

Three-Year Action Plan, 2012-2015

Note: A “\*” denotes a project already in progress

Strategy	Year 1 2012-2013	Year 2 2013-2014	Year 3 2014-2015
<b>Research &amp; Monitoring</b>	<ul style="list-style-type: none"> <li>• Crab pot oxidation acidification monitoring*</li> <li>• Forage fish surveys – support WDFW</li> <li>• Adopt a beach – monitor for tsunami debris</li> <li>• Climate adaptation workshop with EcoAdapt</li> </ul>	<ul style="list-style-type: none"> <li>• Sea level rise localized assessment</li> <li>• Local knowledge viable shellfish habitat</li> <li>• Pursue National Estuary Program designation</li> </ul>	
<b>Public Investment/Outreach</b>	<ul style="list-style-type: none"> <li>• RFPs to collaborate with other groups (projects)*</li> <li>• Jobs! Working Washington Coast*</li> <li>• Support stakeholder engagement in CMSP implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Radio piece 30-60 minutes monthly on local radio</li> <li>• Greater Grays Harbor leadership class – collaborate</li> <li>• MRC newsletter/consolidate reports into a summary available for public consumption (i.e. quarterly newspaper articles, etc.)</li> <li>• Earned media strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Table at shorebird festival</li> <li>• Coast-wide video documenting projects and highlighting MRC purpose</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Annual beach clean ups*</li> <li>• Marine debris removal*</li> <li>• Create GH marine activity book (elementary)</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate on grants to do more education/ teacher workshops / brochures for teachers (funding, resources, beach cleanups, expert speakers, help)</li> <li>• Annual science seminar / community symposium / fair or festival / BBQ (like Pacific County but with more for families, etc.) / Annual lectures on MRC priorities</li> <li>• Develop turnkey Marine Days Program</li> </ul>	

Strategy	Year 1 2012-2013	Year 2 2013-2014	Year 3 2014-2015
<b>Stewardship &amp; Restoration</b>	<ul style="list-style-type: none"> <li>Coordinate with Port to collect / recycle gear</li> </ul>	<ul style="list-style-type: none"> <li>Assess success of completed restoration sites</li> <li>Assess habitat conservation &amp; restoration opportunities in estuary</li> </ul>	<ul style="list-style-type: none"> <li>Eel grass plantings – restoration</li> <li>Citizen science &amp; water quality monitoring with schools or volunteers</li> <li>Oil spill prevention</li> </ul>
<b>MRC Operations</b>	<ul style="list-style-type: none"> <li>MRC Summit*</li> <li>Ambassador to other groups / take annual request to report to local tribes on MRC activity / Appoint MRC rep to Coastal Advisory Board/ Annual report to the Port Commissioners/ Annual presentation to Chamber of Commerce / request annual meeting with Chehalis Basin Partnership - council / Annually report to county public utility districts / Appoint MRC liaison to SAC / Annually report to GH County Mayors Forum / Appoint MRC liaison to GHC commission</li> </ul>		
<b>Leadership &amp; Influence</b>	<ul style="list-style-type: none"> <li>Develop recommendations or procedures for MRC comment letters</li> </ul>	<ul style="list-style-type: none"> <li>SMP update</li> </ul>	

The final step of the day was to take the first year’s key actions and develop an implementation plan for each one, except those already in progress. These implementation plans follow on the next pages.

## First Year Implementation Steps

<b>Key Action:</b> Develop activity book		
<b>Implementation Steps</b>	<b>Who</b>	<b>When</b>
<ol style="list-style-type: none"> <li>1. Look or add to existing materials (Seattle Aquarium, Janice Mathisen, Karen Matsumoto, NOAA, Padilla Bay, Beach Walk, Wonders of Puget Sound, Harbor Wild Watch of Gig Harbor, Chehalis River Council – Drops of Water)</li> <li>2. Develop PDF for web site</li> <li>3. Develop for school kits with CD</li> <li>4. Use GHCo MRC , Port of Grays Harbor, Westport Marina</li> <li>5. Contact Info/acknowledgement/How to get involved</li> </ol>	Alan Rammer Robin Leraas Lorena Marchant Birdie Davenport	2012-2013
<b>Coordinator:</b> Alan Rammer		

<b>Key Action:</b> Adopt a beach – monitor for tsunami debris		
<b>Implementation Steps</b>	<b>Who</b>	<b>When</b>
<ol style="list-style-type: none"> <li>1. Participate in monitoring for NOAA marine tsunami debris project</li> <li>2. Locate beach section and establish monitoring protocol</li> <li>3. Ensure maintenance of monitoring through time</li> </ol>	MRC appoints	July 2012  July 2012  December 2012
<b>Coordinator:</b> Eric Delvin		

<b>Key Action:</b> Coordinate with Port to create a collection site for derelict, unwanted, old gear		
<b>Implementation Steps</b>	<b>Who</b>	<b>When</b>
<ol style="list-style-type: none"> <li>1. Work with NOAA, Port, Fisherman Recycle Center (troll nets, crab pots, lines/ropes, bouys)</li> <li>2. Locations/schedule pickup</li> <li>3. Media/signage</li> <li>4. Art work/ (trash)</li> </ol>	Robin Leraas	2012-2013
<b>Coordinator:</b>		

<b>Key Action:</b> EcoAdapt climate adaptation		
<b>Implementation Steps</b>	<b>Who</b>	<b>When</b>
1. Contact EcoAdapt to request date for climate adaptation workshop/confirm we want to do this	Birdie D.	July 2012
2. Create project budget & approve through MRC		July/Aug 2012
3. Reserve facility		August 2012
4. Advertise event		Sept 2012- Dec 2012
5. Host event		Winter 2012-2013
6. Follow up? Add into strategy?		
<b>Coordinator:</b>		

<b>Key Action:</b> Forest fish surveys/support WDFW		
<b>Implementation Steps</b>	<b>Who</b>	<b>When</b>
1. Recruit volunteer forage fish sampling/surveying team	MRC advertisement	July/Aug 2012
2. Coordinate with MRC Program Coordinator for training & protocol		Aug/Sept 2012
3. Determine volunteer budget for mileage to/from survey sites		July 2012
4. Provide venue for training and egg identification (local high school)		Aug/Sept 2012
5. Consider how data should be captured/publicly available		
<b>Coordinator:</b>		

## Next Steps

John will be developing a draft strategic plan document for the group's review. Garrett will issue it in about three-to-four weeks. The MRC will have an opportunity to discuss the draft at a review meeting.