

# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## Goal / Vision

**GOAL:** To use the development of a self-sustainable regional geotourism\* stewardship council/alliance for the Northern California coast region to link the network(s) of the natural and cultural resources agencies and organizations with the network(s) of the destination marketing organizations of the Northern California Coast.

\***Geotourism** is defined as *tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.*



Herrick (Rick) E. Hanks  
Monument Manager  
A Network Initiative  
California Coastal National Monument  
National Landscape Conservation System  
Bureau of Land Management  
November 5, 2008





# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## Network Objectives

- **Objective 1:** Create a self-sustainable geotourism stewardship council/alliance for the Northern California coast region made up of the key decision-makers.
- **Objective 2:** Ensure that the Northern California Coast Geotourism Stewardship Council/Alliance is a reasonable balance between the natural and cultural resources agencies and organizations (the destination managers) and the destination marketing organizations.
- **Objective 3:** Enhance the networking between the Northern California Coast Geotourism Stewardship Council/Alliance members to ensure clear and effective communication and to develop the synergy needed to keep it a viable and useful entity that serves the needs of its members.

# Northern California Coast Geotourism Stewardship Council “Network for a Shared Future”



## Network Partners

### Partners with MOU

- National Geographic Society
- National Park Service
- NOAA National Marine Sanctuaries Program
- California State Parks
- California Department of Fish & Game
- Trinidad Rancheria (Federally Recognized Tribe)
- Yurok Tribe (Federally Recognized Tribe)
- Coastwalk California
- Save the Redwoods League
- Audubon California
- PRBO Conservation Science

### Partners With Assistance Agreements

- Monterey Bay Sanctuary Foundation

### Partners : Venders and Contractor

- Solimar International
- Liz Madison Consulting

### Informal Partnerships

- California Ocean Protection Council
- North Coast Tourism Council
- Mendocino County Promotional Alliance
- Humboldt County Conventions & Visitors Bureau
- Humboldt State University

### Potential Intra/Inter Agency Partners

- California Travel & Tourism Council
- U.S. Forest Service
- Fish & Wildlife Service
- California State Coastal Conservancy
- California Rural Tourism Advisory Council

### Potential Partners

- Mendocino County Lodging Association
- Arts Council of Mendocino County
- Mendocino County Winegrowers & Wine Commission
- Humboldt Arts Council
- Sonoma County Tourism Bureau
- Del Norte County Visitors Bureau
- Marin County Convention & Visitors Bureau
- And many, many more!

# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## When – Stage of Network Development

### November 1, 2008:

- Identified NorCal Coast Geotourism Project as 1<sup>st</sup> of 3 projects (incl. CenCal & SoCal) of the California Coast Geotourism Initiative
- Brought the new CCNM Outreach & Partnership Coordinator on-board to serve as NorCal Coast Geotourism Project Coordinator
- Contracted with Solimar International to conduct BLM training re: development of geotourism MapGuide & stewardship council
- Developed Assistance Agreement with Monterey Bay Sanctuary Foundation to handle the BLM & other funds cobbled for the project
- Held a variety of discussions & meetings with potential stakeholders re: planned project
- Established start-up group for North Coast Geotourism Committee (dropped title “Stewardship Council”) & set 1<sup>st</sup> meeting/pod/conference call for December 2, 2008
- Established the California Coast Geotourism Steering Committee, with a related working group, to oversee the entire California Coast Geotourism Initiative (The working group’s first meeting is set for November 13, 2008)

### July 1, 2009:

- The North Coast Geotourism Committee will have been functioning for 7 months, having assisted with the North Coast Geotourism MapGuide site nomination process from January-March 2009, assisted in vetting the site nominations, & reviewed the draft MapGuide
- Committee should be well on its way of becoming an active network for effectively communicating between the destination managers & the destination marketers
- In addition, the committee should have found the funding to develop a web-based interactive geotourism MapGuide



# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## Where – Network Geography

- This network is focused on the North Coast Region of California, consisting of a line of 5 coastal counties from the north side of the Golden Gate to the Oregon Border (i.e., Marin, Sonoma, Mendocino, Humboldt, & Del Norte counties).
- Due to the distance between these rural counties & the number & diversity of existing & potential partners, the major of meetings & communication between its members will be via teleconferencing & e-mail, with a few face-to-face meeting as needed (e.g., reviewing final draft of MapGuide).
- This network is intended to link the organizations of the “destination managers” with the organizations of the “destination marketers”.



# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## Bottom Line: Benefits of the Network

### Present

- Links the resource agencies (destination managers) with the visitor & tourism organizations (destination marketers) for the development of the North Coast Geotourism MapGuide
- Provides the forum for Federal & State interagency coordination with multiple county, local, & tribal governments and with a wide variety of related NGOs & visitor services organizations for the entire region to discuss & implement a regional geotourism initiative
- Starts the 3 project effort for the California Coastal Geotourism Initiative

### Future

- Connects the networks of the destination managers with the networks of the destination marketers for a board region
- Enhances the destination tourism initiatives & programs of all of the participating agencies & organizations
- Significantly increases the awareness of the California Coastal National Monument (CCNM) & BLM
- Links the CCNM Gateway initiatives (7 of the 12 identified in the CCNM Resource Management Plan) with a larger regional initiative that in turn is part of a larger California coast-wide initiative
- Increases public stewardship of the region’s natural & cultural resources, helps with sustaining local economies, & assists in maintaining local integrity & authenticity



# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

	<b>Evaluation Criteria</b>	<b>Comments</b>
1	Advance strategic priorities	Provides broad regional coordination within which the CCNM Gateway initiatives can function as the local geotourism efforts
2	Leverage BLM funding	Links the regional/local destination managers with the regional/local marketing organizations leveraging time, dollars & expertise that will far exceed the limited funding & staffing capabilities of the BLM
3	Demonstrate big-picture thinking	Connects the BLM & the CCNM initiative with a wider geotourism network, creating the opportunity for participatory governance
4	Demonstrate entrepreneurship	Creates a wide variety of entrepreneurial opportunities by connecting the regional/local destination managers with the regional/local marketing organizations
5	Management of volunteer and assistant agreements and contracts	Generates the opportunity develop an increasing number of assistance agreements & contracts with various regional geotourism committee members
6	Demonstrate effective external and internal communication	Helps to enhance the internal & external communication within both the regional/local destination managers & the regional/local marketing organizations, more importantly, between the two groups
7	Actions promoting sustainability of the network	Develops regular meetings/telecommunications & either establishes the NorCal geotourism committee as a continuing operational entity or emerges it in with the North Coast Tourism Council by involving the destination managers
8	Potential as a network model	Serves as a network model for the Central California Coast Geotourism Project & the Southern California Coast Geotourism Project, as well as for other regions in California or throughout the NLCS

# Northern California Coast Geotourism Stewardship Council

*“Network for a Shared Future”*

## Lessons Learned in Network Management

- “Geotourism” serves as a holistic approach that grabs the attention of agencies, organizations, entities & individuals alike & can be used as a catalyst for positive change
- We need to reach out to the public on behalf of the NLCS units & BLM in new & innovative ways & increased networking is an essential element in meeting this need
- Linking the networks of the “destination managers” with the networks of the “destination marketing organizations” is a needed factor within BLM/NLCS strategic thinking & planning

## Challenges to Network Management

- **CCNM** – Keeping the geotourism networking initiative going after the regional geotourism MapGuide is completed
- **BLM** - Institutionalizing the use of effective & expanded internal & external networks (including the expanded use of information technologies) within BLM (NLCS could serve as a model within the BLM & using the geotourism approach is one way of doing it)