

Workshop Notes: Copper River Country Stories Mapguide January 21-22, 2009 Community & Partnership Workshop

Overview

This document summarizes discussions from a workshop on the Copper River Country Stories Mapguide project that took place in Copper River Country from Jan. 21-22, 2009.

The purpose of the workshop was to:

- * share information about the proposed Copper River Country Stories Map,
- * confirm the overall map goals with the community, and
- * hear from the community about what they want to see on the map and the stories they want it to tell.

The workshop was broken into two phases: (1) an evening gathering for all community members interested in learning about and contributing to the mapguide; and (2) an all-day workshop for existing and potential partners to further discuss the proposal and develop action items or “next steps.” All comments from both events are synthesized in the sections below and are broken into two sections: “Notes specific to product(s)” and “Notes specific to work group”. “Next Steps” are outlined at the end of the document. (Agendas for the workshop can be found in Appendix A.)

Attendance

Both meetings:

Arlene Rosenkrans, Copper Valley Development Association
Kate Alexander, Copper River Watershed Project
Katrina Church-Chmielowski, Prince William Sound Community College
Kristin Smith, Copper River Watershed Project
Todd Stoeberl, Wrangell St. Elias National Park and Preserve
Vicki Penwell, Wrangell Mountains Center
Lin Perry-Plake

Wednesday Only, 1/21/09:

Liana Charley John, Ahtna Heritage Foundation and her husband
Geoff Bleakley, Copper Valley Historical Society
Clair Scribner, Gakona Village Council
Tamara Hamby
Dave Wellman

Thursday Only, 1/22/09:

Cory Larson, BLM
Marnie Graham, BLM
Mona Jones, Wrangell St. Elias National Park and Preserve/AK Geographic
Bill Hand, Copper Valley Native Association
Gloria Stickwan, Ahtna, Inc.

Facilitated by: Heather Rice, National Park Service, Rivers, Trails and Conservation Assistance Program

NOTES SPECIFIC TO PRODUCT(S)

Vision/Goals

The vision of the Copper River Country Stories Mapguide working group is to develop a product(s) that shares the voices of Copper River Country to:

- * Promote a greater understanding and appreciation for our diverse cultural and natural history and resources, and
- * Encourage respect for private and public lands and the people of the area.

The goals of the final product will be to:

- * Facilitate opportunities for connection to the meanings of the natural and cultural resources of Copper River Country.
- * Create authentic products that are informative, attractive and useful to stakeholders who both want to use and distribute them.
 - o These products will add value and depth to visitors' experiences.
- * Orient readers to the scale of the region in terms of time, distance and unique aspects of the region's rural culture.

Vision/Goal Notes

On the flip chart, goal statement 2/2b reads:

Create products that are:

- Attractive
- Stakeholders use and want to distribute/share
- Informative but not TMI
- Authentic/real
- Useful

Add value and depth to visitors' experiences

- Activity based information
- Opportunities

On the flip chart, goal statement 3 reads:

Orient readers to scale of region:

- time: slow down, allow time for traveling distances
- distance: where you're at 23,000 sq. mi./3200 people = REMOTE
- rural culture: self-sufficiency, meaning of the place

Target Audience

The following is a list of potential audiences for the final products that was brainstormed by workshop participants:

- | | | |
|------------------------|-------------------------------|---|
| ▪ Road tourists | ▪ Locals | ▪ Activity driven tourists |
| ▪ Group tours | ▪ Visiting friends | ▪ Families (kids) vs. couples (no kids) |
| ▪ School groups | ▪ Winter tourism vs. seasonal | ▪ Business travelers |
| ▪ Independent tourists | ▪ International visitors | ▪ relocation |
| ▪ Alaskan travelers | ▪ Local businesses | |
| ▪ Age groups | | |

Potential Project Names

Discussions at the workshop touched on ideas for new names for the project. A final name has not been selected, but ideas for names have been captured here so they are not forgotten for future discussions. In general, it was discussed that people need to know what the name means (example from WISE's experiences: They had fewer responses to participation in a project called "In the Shadow of the Wrangells", however when they renamed it "Copper River Country Nature Walk", more people seemed to understand what it was and signed up).

- Experience Copper River/Ahtna Country
- Copper River Country Mapguide
- Copper River Country Rocks!
-

General Map Comments

The following is a list of formatting suggestions for the final products that was contributed by workshop participants (no actual formatting decisions have been made):

~"Stories" should be presented in short statements:

- Information should be bullets, icons (i.e. things that are iconic about Copper River Country), little blurbs—but not extensive narrative.
- Short concise stories/text to catch the eye and bring meaning to this place
- Good to be concise but without losing the voice of the storyteller.
 - Audio phase of project will help ensure the voice is not lost from stories
- "Stories" are not the same thing as vignettes/blurbs, therefore "stories" can be misleading as part of the title of this project
 - Stories: longer and more ordered than blurbs.
 - Stories can be expanded upon in online versions of the product.
- Can still tell stories using narrative theme/framework, for example, within the framework of the project, there can be an introduction, blurbs and snippets and a conclusion.

~Printed map should have more static information on it; things that change can be included on internet materials that are more easily updated.

~Duotone vs. spiffy, fully colored

- Can highlight local artists in duotone version (Example: Copper Center map)
- Duotone and nonglossy—fewer environmental impacts as a result of production

~Interactive maps are "cool", be neat to have option to "zoom in" (Josh Scott GIS for NPS—name written down as someone to ask about pdfs and layers—'magic with maps')

~online version of map can be broken into grids, and each section of the grid can be printed on 8.5 x 11 paper (to address creating problem with creating a product that is large in size, but people are still able to print at home)

Review of Other Map Examples

Example maps were available for folks to review throughout the workshop. The following section summarizes comments provided on specific map examples. These examples will be housed at the Copper River Watershed Project and will be made available at future workshops for folks to review. Websites have been provided for example maps that can be viewed online. Again, the following represent initial ideas, not actual decisions.

National Geographic Geo Mapguides

(www.nationalgeographic.com/travel/sustainable/programs_for_places.html#mapguides)

Likes:

- On the backside there is narrative divided by different seasons. This would be an interesting way to display subsistence timeframes or other cycles from the landscape.
- One comment was that someone liked the appearance of this map—still easily read behind text, good visual appeal
- Like how photos and text snippets are used as borders
- Like pictures of people doing things, not so many sweeping scenery shots
- Can use ‘balloons’ of text to highlight important trail information at trailheads (length, difficulty level, what to see, etc.)

Dislikes:

- Another comment is that it is too cluttered

Artistically rendered close-up from map of California/Nevada

http://www.wall-maps.com/unique_media/cnv-close.htm

Likes:

- Non-government feel,
- Not necessarily “to scale”; opportunity more important than accuracy
- Artistically rendered = “softer”
- Not clogged by land status (can emphasize public/private in text)
- With colors, really looks like a desert
- Better able to identify icons
- More like a story illustration

A follow-up discussion on artistically rendered vs. GIS/Topo/aerial maps led to the following comments:

- Artistic maps can include more data that’s easier to read
- People more comfortable with artistic maps
- For more details can direct people to other maps and information
- Art can help reflect the story nature of the Copper River Country Stories mapguide
- Map provides spatial relationship of where things are; for more detailed information one can reference other information
- There are only so many roads, so map won’t be that busy!

Brainstorm of Existing Resources

The following is a list of existing resources that can be referenced for this project as identified by workshop participants:

- State, federal, etc. specialists
- Mt. Sanford Tribal Consortium curriculum with local information and stories
- WRST (Wrangell St. Elias?) taped interviews and photos (Geoff Bleakley)
- 10 community maps-Copper River Basin Regional Housing Authority
- National Parks Service & Bureau of Land Management GIS maps and data
- Ahtna Inc. and Heritage Foundation names and elder interviews
- Ahtna Heritage curriculum
- Local knowledge
- Ecotrust-maps/Copper River Knowledge System
- Initial working group notes from first Copper Basin maps (no longer in distribution, hosted by Chamber of Commerce)
- Katrina's Tourist Curriculum book
- Brochures and books
- Trail Signs (Arlene R.)
- State DOT maps including State campgrounds maps
- Milepost
- Copper Country Collection (cookbook with information)

Brainstorm of Potential Map Elements

This list was started at the workshop. A committee was formed (Vicki, Arlene, Bill, Cory-see Task 6 at end of document) to winnow down this list based on the vision and goals for the mapguide. The group was largely in agreement that this map will not promote specific businesses.

- Map boundaries:
 - East: Mentasta to Canada
 - North: to Summit Lake
 - NW: Talkeetnas-1/2 of Denali highway, McClaren R.
 - SW: Nelchina-Eureka, Thompson Pass
- Copper Basin Icons (for iconic images, e.g. Mill Building for Kennecott Mine)
- Trash disposal
- Water points-drinking
- Major peaks and drainages
- Rest rooms/RV dumps
- Major public trails
- Wildlife viewing places
- Scenic turnouts
- Public airstrips
- Canoe and boat ramps
- Roads and towns
- Communities, including “blow-ups” of larger communities (Glennallen, Copper Center, Kenny Lake, etc.)
- Fishing spots
- Visitors' centers and museums

- Libraries
- PO
- WiFi
- Recycling Centers
- Birds/Animals
 - including native names/pronunciation
 - seasons—migration, staging, etc.
- Opportunities for personalizing maps, for example include spaces for notes/journaling
- Online version can include a place for people to record individual experiences.
- Community events/festivals/markets
- Sample itineraries for how to visit area
- Where to go for further information, including:
 - Books
 - Agencies/permits
 - Where to eat
 - Shop/grocery
 - Gas stations

Note: Again, the group does NOT want to promote specific business on this map, but can provide ideas on where to access information about specific businesses (Chamber of Commerce, etc.)

Brainstormed List of Potential Stories

This list has been captured here for future reference, and will be revisited in the future (again, no decisions have been made at this point about which stories to include on the mapguide). A name in parentheses after the item indicates who added the idea to the list.

- Homesteading in Kenny Lake and Slana
- Sam`me Darnall-trapping at mouth of Sanford River (Geoff has video of her)
- Last homestead in US here in Copper Basin (Katrina)
- Road commission (Katrina)
- Had phone party lines until the 70s (Katrina)
- Salmon story: fishwheels, life cycle of salmon
- Mining history: Gold, Copper, Kennecott Started here
- Ahtna People
- Subsistence lifestyle: Native and white
- Trapping economic change
- History has been only recorded for last 100 years
- Batzulnetas Massacre-1848-Russians
- Lt. Allen expedition-1885
- Recreation lots sold (settlement)-DNR sold to develop
- Pipeline 1974: 1st pipe Tonsina River
- Geologic story: mountains, glaciers, landforms, Lake Atna (spelled correctly)
- Biodiversity of small selected areas
- Integrity of the ecosystem
- Creatures that pass through vs. stay in area
- Road development

- War history
- TLAD and how archeology/history shows possible settlement of N. America –how this area fits into the “Big Picture”
- Agriculture, other special interests

NOTES SPECIFIC TO WORKGROUP

Mapguide Planning Team Participant Roles

Originally participants were referred to as “partners”, but after a discussion about how “partnership” is interpreted by different agencies/organizations, the working name of the group has been temporarily changed to “Copper River Country Stories Mapguide Workgroup”. Future discussions will take place to confirm the official name of the group. The group does not expect all partners to fill all roles. The following is a list of potential roles participants in the development of the Copper River Country Stories Mapguide can play:

- Distribute product
- Bring in new partners
- Capacity building
- Organizers—so there’s no duplication of efforts and tasks are completed (there is a master of the “to do” list)
- Fund source administration
- Establish realistic procedures and protocols
- Create record/history of process
- Find long-term home for the product
- Maintain and build in long-term sustainability of the product (ongoing ownership and maintenance)
- Organization/partnership stability
- Transferability of the product
- Evaluate product periodically
- Evaluate the need for the product periodically
- Marketing and distribution decisions
- Celebrate success!
- Have fun!
- Filter and edit information (invoke GELMO—Good Enough, Let’s Move On)
- Responsible for completing the process-getting the product
- Technical oversight (and accuracy)
- Quality control
- Overseeing design and printing contracts (Including web-based, paper and audio products)
- The energizing force!
- Gather information
- Gather funding
- Community outreach
- Facilitate stakeholder buy-in
- Do inventories of existing information
- Audio interviews
- Sharing resources

Copper River Country Stories Mapguide Workgroup Participants

Confirmed:

- Copper River Watershed Project

- Wrangell St. Elias National Park & Preserve
- Prince William Sound Community College
- Copper Valley Development Association
- Wrangell Mountains Center

To be approached and/or confirmed:

- State of AK-Department of Natural Resources-Lands Division
- Copper River Native Association (Bill Hand @ workshop)
- Bureau of Land Management (Marnie and Cory Larson @ workshop)
- Ecotrust (Chantelle unable to make workshop, expressed interest)
- Chamber of Commerce (communication with CD McCurry pursued—out of town until Feb. 09)
- Ahtna Heritage Foundation (Liana Charley John @ evening workshop)
- Ahtna, Inc. (Gloria Stickwan @ workshop)
- National Parks Conservation Association
- Mt. Sanford Tribal Consortium
- AK Department of Fish and Game
- Copper River EMS
- Copper Valley Historical Society (Geoff Bleakley at evening workshop)
- Copper Valley School District
- Wrangell Institute of Science and Environment (WISE)
- Kenny Lake Library
- McCarthy Chamber of Commerce
- Chitina Chamber of Commerce
- Mat-Su Visitor's Bureau (promote Lake Louise)

The brainstorming process was halted in the interest of moving through the rest of the workshop agenda. Participants agreed that the development of a mapguide for Copper River Country will continue to move forward as an open process and participants can continue to join as work moves forward. The group will continue to be active in reaching out to stakeholder groups throughout the region and hope future workshops will engage more participants to work on this project. Any official group procedures outlining participants' roles, responsibilities, etc. will be included in the work group procedures to be developed in the coming weeks.

NEXT STEPS

The only role solidified at the workshop is that the Copper River Watershed Project (CRWP) will serve as the initial “Project Manager” for moving the project forward. A brief discussion acknowledged that this organization can potentially be at a disadvantage in this position due to their office location in Cordova, but in the end the group gathered determined that CRWP is still currently in the best position to serve this role. Later phases of the project are likely to be “managed” by different entities. Six key tasks were identified for the group to pursue in the next 3 months. The group hopes to re-convene in March (week of March 23rd) to assess completion of these tasks and determine the next steps to pursue. The items in gray on the summary table below indicate tasks to be completed by everyone.

Summary of actions in order of “due date”:

When:	What:	By Whom:	Done!?
1/26/09	Distribute goals/vision	Kate	√
2/2/09	Distribute DRAFT workshop notes	Kate	√
2/6/09	Submit FEEDBACK to Kate on workshop notes	Group	
2/6/09	Submit DRAFT project outline to CRWP	Arlene	
2/6/09	Submit group procedure materials to Kate	Heather	
2/6/09	Distribute DRAFT outreach strategy	Marnie/Katrina	√
2/9/09	Distribute FINAL workshop notes	Kate	
2/11/09	Submit FEEDBACK on project outline to Arlene	Kristin, Kate	
2/12/09	Distribute DRAFT project outline to group	Arlene	
2/23/09	Distribute DRAFT goal objectives to group	Todd	
End of Feb.	Distribute FINAL outreach strategy to group	Marnie/Katrina	
3/2/09	Distribute DRAFT working group procedures to group	Kate	
3/2/09	Distribute DRAFT list of map elements to group	Map Element work group	
3/6/09	Submit FEEDBACK on goal objectives to Todd	Group	
3/16/09	Submit FEEDBACK on map elements to “map element work group”	Group	
Potential things to revisit at March meeting:	Goal Objectives Project Outline Workgroup Structure (type of organization) Workgroup Procedures Map Elements	Other ideas? Send them to Kate or Kristin: 424-3334 kate@copperriver.org or crwp@copperriver.org	

The following is a more detailed description of the 6 main tasks:

Task 1: Summarize and Disseminate Workshop Information to workgroup

Who: Kate

By When: Monday, Jan 26: Vision/goals

Monday, Feb. 2: The rest sent to group
Friday, Feb. 6: Group send comments back to Kate
Monday, Feb. 9: Kate send updated notes back to group

Task 2: Define Project Outline

Who: Arlene, Kristin, Kate
By When: Friday, Feb. 6: Draft workplan to CRWP
Wednesday, Feb. 11: CRWP comments back to Arlene
Thursday, Feb. 12: Arlene send draft workplan to group
TBD: Final project outline approved (at March meeting?)

Notes: To include summary of project, problem to be addressed, purpose of project, deliverables, goals and objectives, estimated costs, supporters

Task 3: Develop Workgroup Procedures

Who: Kate
By When: January 23: Arlene send info to Kate
Friday, Feb. 6: Heather send materials to Kate
Monday March 2: Kate send draft recommendations to group
TBD: Final work group procedures approved (at March meeting?)

Notes: To include name of group and project, logo?, organizational structure, procedures/operations

Task 4: Develop Goal Objectives

Who: Todd
By When: Monday, Feb. 23: Todd send draft to group
Friday, March 6: Group send comments to Todd
TBD: Objectives approved by group (at March meeting?)

Task 5: Develop Outreach Strategy

Who: Marnie, Katrina
By When: Friday, Feb. 6: Marnie/Katrina send draft framework to group
Friday, Feb. 13: group comments back to Marnie and Katrina. Group members can start to sign up for specific outreach tasks when emailing comments to Marnie and/or Katrina.
End of February: Updated version distributed to group

Notes: To include plans to outreach to public, other potential workgroup participants, Vicki Penwell volunteered to write summary article from Jan. workshop for Copper River Record, possibly McCarthy paper. Another article can be timed to go out pre-March workshop that can serve as an invitation to the meeting.

Task 6: Determine Map Elements

Who: Vicki, Arlene, Bill, Cory (“map element group”)
By When: Monday, March 2: 1st winnowed list sent to group

Monday, March 16: comments returned to “map element group”
TBD: Final map elements approved (at March meeting?)

Notes: ID map elements needed to reflect vision, goals and objectives. Briefly explain why dropped elements don't meet criteria to make sure this information is retained in the “group memory” and can help catch new participants up to speed on ‘how’ and ‘why’ we got to where we are now/have what we have now. It is assumed that “stories” are one of the elements, and at this point details on specific stories to include/not include will not be determined.

Ongoing Task: Pursue Funding

In the week after the workshop, the following proposals were submitted:

- To Alaska Geographic by Wrangell St. Elias National Park and Preserve
- To Tourism Cares for Tomorrow by Copper River Watershed Project

Other potential funding sources identified to date include:

- To Cruise West by Copper River Watershed Project

If you are aware of other funding sources, please send ideas to Kristin Smith or Kate Alexander at CRWP, crwp@copperriver.org or kate@copperriver.org, 907-424-3334. They will keep tabs of potential grants/proposals submitted for this project.

Other tasks identified to be revisited in the future:

- Research design options and related costs (names brainstormed so far include Tamara, Todd's Friend, Mona)
- Data collection
- Determine product(s) look
- Develop “fuzzy budget” (cost estimates), include how costs break down by tasks so smaller grants can be submitted to cover specific pieces of the project. Preliminary budgets have been developed for grant proposals. Kristin Smith has a start on this: crwp@copperriver.org, 907-424-3334.

Appendix A
Mapguide Workshop Agenda
COPPER RIVER COUNTRY STORIES MAP
January 2009 Community & Partnership Meetings

GLENNALLEN COMMUNITY MEETING

5:30-7:30pm, January 21 (doors open at 5pm)

CVDA Office (Mile 111 near Tazlina)

Purpose

To share information about the proposed Copper River Country Stories Map, to confirm the overall map goals with the community, and to hear from the community about what they want to see on the map and the stories they want it to tell.

Outcomes (What we want to walk away with)

- ★ brainstormed map content (stories, other elements)
- ★ potential partners
- ★ a mailing list of those who want to stay in the loop
- ★ examples of other maps people like and why

Draft Agenda

(Partners will provide potluck food for refreshments during the meeting; post stories we're aware of and photos and sample maps around the room for people to look at while they roam/talk – to get inspired!)

Time	Subject	Lead	Notes
5 minutes	Welcome	Clair	Explain mtg purpose & expected outcomes Review agenda
15 minutes	Introductions	Heather	Introduce existing partners, then do icebreaker for everyone else
10 minutes	The Vision – A Copper River Country Stories Map	Katrina	Describe the scope/goals of the map and share examples of existing maps Emphasize that this map will present what's special/unique in Copper River Country
15 minutes	Confirm the Vision	Heather (facilitate)	
50 minutes	Brainstorm Map Content – ▲ Table 1 & 2: Stories about culture, history, people, places – and why ▲ Table 3 & 4: Transportation-related elements (e.g., trails, highways, etc.) and other elements (e.g., land ownership, water sources, etc.) – and why ▲ Set out/post up examples of other great maps	Table 1 & 2 – Todd and Katrina Table 3 & 4 – Clair (and Arlene?) Floaters – Lisa & Heather	Musical tables – people can go from table to table based on interest and at their own pace List original thoughts on content (from the scope) and again emphasize that this map will present what's special/unique in Copper River Country Ask people to briefly (1-2 sentences) explain why they're suggesting a particular story/map element – this will help partners understand specifically what

Time	Subject	Lead	Notes
	(potential models) – and ask people to mark down what they like about them – and why		the person is talking about and what’s special or unique enough about it to include it on the map Keep track of who suggests what ideas...for follow-up.
20 minutes	Q&A/Discussion	Heather (facilitate)	Capture misc subjects/ideas; anything critical we’re missing
5 minutes	Next Steps and Invite New Partners	Lisa (facilitate)	
End			

GLENNALLEN WORKSHOP FOR PARTNERS

9-4pm, January 22 (open house lunch hour from 12-1pm)

American Legion Hall

Purpose

To establish a partnership to produce the map; and to create an action plan that defines partner roles and provides a schedule for designing and publishing the Copper River Country Stories Map.

Outcomes (What we want to walk away with)

- ★ partners
- ★ final decisions on map content and general parameters/guidance for format
- ★ action plan

Draft Agenda

Time	Subject	Lead	Notes
10 minutes	Welcome	Clair (or stand-in)	Explain mtg purpose & expected outcomes Review agenda
15 minutes	Introductions	Heather	Fun icebreaker
10 minutes	The Vision – A Copper River Country Stories Map	Katrina	Describe the scope/goals of the map and share examples of existing maps Emphasize that this map will present what’s special/unique in Copper River Country
30 minutes	Report Back from Communities: ▲ Stories ▲ Other Map Elements ▲ Good Map Examples	Lisa	Report what we’ve heard from communities; include the why’s
60 minutes	Approve Final Vision and Map Content	Lisa	What is the confirmed vision, what is the map really trying to accomplish (goals), and who is the audience? What contents will reflect this? List out goals, identify benefits &

Time	Subject	Lead	Notes
			limitations, distill & prioritize. Use examples to help to with this process.
60 minutes	LUNCH		<i>Open house; partners provide food</i>
30 minutes	Identify Partnership Mission	Heather	Clair will write a straw dog/draft to start with
90 minutes	Create the Action Plan – Brainstorm the Major Goals (30) Fill in the Action Plan (60)	Heather	In the Action Plan, include the who, what, when, commitments, resources needed, etc. to meet each goal
20 minutes	Identify Immediate Next Steps	Lisa	
End			