
Meeting Goals:

- Introduce Facilitation Team
- Kick Off Strategic Planning Process
- Review Housekeeping Items

Members Present:

Erin Plue, Trout Unlimited
Betty Gardner, Priest River
Hank Jones, Fishing Guides on the Priest River
John Quinn-Hurst, Selkirk Conservation Association
Sean Stash, Boating on Priest River
Kyle Maki, Idaho Wildlife Association & Sportsmen Conservation
Cody Montgomery, Idaho Wildlife Association & Sportsmen Conservation*
Pam Duquette, Priest River
Allan Songstad, Stop the Priest Lake Siphon
Karissa Huntsman, Idaho Conservation League*

Amy Anderson, Selkirk Conservation Association*
Paul Sieracki, Inland Empire Task Force
Jennifer Ekstrom, Idaho Conservation League
Mike Lithgow, Kalispel Tribe+
Ken Haagman, Priest Lake+

**Indicates proxy*

+Indicates joined online

Facilitators:

Hannah Anderson, Lead Facilitator
Tracy Ortiz, Facilitation Support

Welcome and Overview

Hannah Anderson, TLG Facilitator, welcomed the group and began introductions. Steering committee members took turns sharing one thing they have learned so far through their time on the PRWG. Hannah Anderson and Tracy Ortiz were introduced from the Langdon Group, as the newly contracted Lead Facilitator and Coordinator/Facilitation support.

Hannah went over the meeting agenda and goals and introduced 2 tools for helping meeting discussion efficiency: 1) Parking Lot and 2) Group Temperature Gauge flashcards.

1. Parking Lot: A blank flip chart page used to record questions or comments that the group is not able to address immediately, due to information needed or being unrelated to the conversation at hand. At the end of each meeting, time permitting, unresolved parking lot items can be addressed or recorded as a follow up item as appropriate.
2. Group Temperature Gauge flashcards: A ring of laminated color cards used to poll the group and get a sense for whether there is enough consensus to move a discussion forward. Flashcards are not meant to replace or act as a formal vote. They are intended to help steering committee

members indicate readiness to progress with a conversation or the need to discuss a topic further.

- a. Green= Go -
- b. Yellow=Pause
- c. Red=Stop

Overview of Strategic Planning Process

Hannah gave an overview of Strategic Planning fundamentals and presented a proposed process and framework for the PRWG to us in compiling a Strategic Plan. She detailed the role of the steering committee during this process and what might be expected of them.

Proposed Framework

- What is strategic planning and why do we do it?
 - Strategic planning is a collaborative process for creating a VISION, MISSION, GOALS, and OBJECTIVES to guide the team to success.
 - Strategic Planning ensures the group is on the same page, organizes collective efforts and intentions. A Strategic Plan is used to both guide the team internally, as well as communicate the group purpose and intentions externally.
 - Strategic Plans are “living documents,” which should be updated and modified over time to maintain an accurate reflection of group priorities, as the group achieves items and makes progress, and as applicable factors change.
- What are the components of a Strategic Plan?
 - Hannah reviewed key Strategic Plan definitions, giving examples for each, and using a key visual example for how the components fit together.
 - Vision Statement (North Star) A summarization of long-term core aspirations, values, and inspiration.
 - Mission Statement (Compass) Describes the purpose for the project’s existence by explaining WHAT you do, WHY you do it, HOW you do it, and for WHOM.
 - Goals (Map) Ambitiously describe the aims, efforts, and/or desired results. Frames the problems or tactics.
 - Objectives (Tools) Key targets, actions, or tasks which are tangible and explicitly describe measurements of success.

Discussion: The facilitator opened the floor for PRWG feedback and discussion on the proposed process and framework.

- The group agreed the simple approach to a framework would be effective for their needs.
- The group discussed the difference between / clarification of Vision and Mission statements, and the facilitator provided a common acronym tool that the group could use when brainstorming goals for the plan.
 - SMART Goals:
 - Specific, Measurable, Achievable, Relevant, and Timely.
 - This tool is helpful in producing goals and objectives that are clearly defined and attainable.

- The group agreed that creating tangible and accessible goals would be the most productive path.
- Erin mentioned that as the group applies for grants, the goals created in the strategic planning sessions could be directly referenced or used in application, and help to demonstrate and legitimize the PRWG's effort, in turn helping them receive funding.
- Erin shared the current Mission statement and the group discussed whether they would like to keep it, or start over with this process.
 - The group agreed that the mission statement was the result of a lot of group effort, and had good content that should be retained. Some pieces of the mission statement may be more appropriate if repurposed as goals or objectives and should not be scrapped completely.
- Hannah emphasized that the Strategic Planning document is intended to be a living document that could and would change. Members should be prepared to accept that during the planning process some goals may not be unanimously agreed upon for inclusion in this first draft, or will warrant larger conversations outside of the time limitations of this initial process, but the group could revisit them at any time in following meetings.

Strategic Planning Process: 3 Session Workshop

The facilitator went over the schedule of the strategic planning process and how each meeting will build off the last. She explained that some of these meetings will be 3 hours long, instead of the usual 2 hours, in order to provide adequate time for all of the content and discussion that will need to be addressed. This time can be "borrowed" from future summer meetings, when steering committee member availability is lower.

Schedule:

- **February – Information Gathering** (steering committee only)
 - Goal: Discuss what strategic planning is and why it is needed.
- **March – Workshop 1** (steering committee only)
 - Goal: Review Survey Feedback, develop Vision Statement, review Mission, brainstorm goals.
- **April – Workshop 2** (steering committee and technical experts)
 - Goal: Identify Goals and Objectives
- **May – Workshop 3** (open to the public)
 - Goal: Present proposed Strategic Plan, hear steering committee, community, and technical expert feedback for final revisions.

Discussion: One of the steering committee members had questions about which technical experts would be invited to the April (workshop #2) meeting. This sparked a great conversation regarding who would be invited, how would they be selected, and what role would they play as technical experts.

- Who would be invited as technical experts?
 - The steering committee discussed how a technical expert would be selected and what it meant to be an expert. The group agreed that technical experts could be individuals with some sort of certification or official title, or be considered a local, historical, or topic expert.

- The group agreed that this question should be asked in the upcoming survey and then discussed as a group again at the next meeting. The facilitators will compile a list of the suggested experts, for the group to review and select a few individuals from.
- Through conversations some of the following suggestions of technical experts were brought up as potential experts:
 - Agencies
 - University people
 - Local experts
- What roll does a technical expert play in the strategic planning process?
 - Some steering committee members were worried about technical experts potentially shutting down goals or objectives or asserting too much influence or power over the Strategic Plan.
 - After more discussion, the group concluded that a technical expert's role would be to provide only technical insight or opinions at the group's request, and in order to advise their decisions, but would not have a voting role, or be a deciding factor.
- Hannah provided the following questions to help committee members in determining if an individual or agency was appropriate to serve as a technical expert:
 - Do they have critical information or insight, not already contained in the PWRG committee members? Will they provide a perspective that is NECESSARY for the group in determining a component(s) of the strategic plan *in the moment*?
 - Are they more suited to be informed of the process/decisions through a follow up email or phone call? (Aka – they should be informed, but don't necessarily have information or need to play an active role.)
 - Are they more suited to be invited to the 3rd workshop session – when the group will present and review the draft strategic plan? Are they unnecessary or is it inappropriate to have them involved during the “development” phase of the plan?

PRWG Member Survey “Homework” & TLG Interview

The group was given a heads up that they will be asked to complete a survey as “homework” before the March meeting. The survey will help to provide unfiltered and targeted insight from PRWG committee members for the facilitators to use in planning the workshop sessions. Survey questions will include a mini-SWOT analysis, potential Goals, as well as questions regarding process improvements or facilitation needs. More information regarding the survey will be sent from the facilitators. Survey responses will be anonymous.

The facilitator explained what a SWOT is, including the purpose and the process for completing a SWOT Analysis. She went over how this would be beneficial to the strategic planning process.

- The first step of the SWOT is to complete a survey that informs the facilitator of the Strengths, Weakness, Opportunities, and Threats.
- This background information will help to get steering committee members thinking about planning and organize their thoughts ahead of the group discussion.
- The facilitator invited Steering Committee members to let her know if they would like a 15-minute phone call or virtual meeting to review their survey answers, and for the facilitator

to better understand the priorities and perspective of the organization/agency/group they act as a representative for.

Discussion

The Steering Committee had a discussion on the discussion Temperature Gauge Cards.

- Some members asked if the Temperature Gauge Cards would replace the already existing voting systems (Thumbs up, Thumbs sideways, Thumbs Down, Block)
- The group agreed that that Temperature Gauge Cards would not replace the voting system but would be used to progress conversations or recognize someone need for more clarification before moving on. The thumb-voting system would remain in place for official votes/decisions.

Housekeeping and General Discussion

The facilitator guided the group through housekeeping items and general discussion.

- Potential polling questions for the group:
 - SWOT poll
 - Availability for April meeting
 - Technical experts that should be invited to the April meeting
- In-Person vs Mandatory Attendance
 - The group discussed at length how PRWG protocols should be updated to consider/address the new option of virtual attendance. The group discussed the importance of having a standard expectation set for all members of the steering committee.
 - The group felt that there has not been an issue with this thus far, that no one has “abused” the virtual option. Some members questioned if it is better to have a protocol in place before it becomes an issue.
 - The group recognized the benefit of coming to in person meetings includes committee members developing better working relationships and increased participation.
 - Some members of the group felt that virtual attendance should be limited, and a goal for in-person attendance should be 75% or above. Ultimately, the group decided to set a standard that 50% of meetings can be attended virtually within 1 calendar year.
- The group discussed the role of proxies in relation to attendance, voting, and temperature polling, as follows:
 - Proxies are meant to serve as backup for primes. A proxy attending in place of a Prime counts as that perspective attending in-person.
 - Should proxies play an active or passive role at the steering committee table/ in discussions?
 - Proxies may contribute additional valuable information, and members felt they are valuable contributors.
 - If a proxy and prime are both in attendance (from the same agency/organization/represented group), should they both get to vote? Should they both get to have a temperature gauge/discussion polling card?

- No – Each group/agency/organization gets 1 vote or discussion poll card. It is up to the prime and proxy to determine amongst themselves how to respond to votes/discussion polls.
 - It is as important for proxies to be aware of the discussions that occur at every monthly meeting, as it is for the primes. In the event that a vote occurs, and the proxy is in attendance without their prime, they need to be able to make a well-informed decision.
 - It is the responsibility of each group/agency/organization to ensure that primes/proxies are debrief after every meeting in order to ensure they stay current of decision points and details.
- Steering Committee Membership Updates
 - Two members of the PRWG have left since its creation. Erin posed the question of staying at 12 members (the current count) or filling the two empty positions and having 14 members once again.
 - The group discussed the vacant position Jill Cobb left. It was acknowledged that she held a valuable and deep perspective, and it would be difficult or impossible to replace that.
 - Steering committee members discussed what roles and representatives were important to have on their board.
 - They agreed that it is better to have the right person on the board rather than just fill a position.
 - The facilitator suggested that there may be a larger conversation worth having, to determine if the group wants a specific set of perspectives outlined, and how those may be related to subcommittees and/or items that come out of the strategic planning process.
 - The conversation was tabled, to be revisited at another time.
- Website Update
 - Erin shared that the website had been updated and was now live and encouraged the group to visit the website.
- PRWG Logo
 - Erin shared the new PRWG logo and asked if the group liked it or wanted to pursue a different direction.
 - The group agreed to keep it the way it was for now.

Adjourn

The facilitator concluded the meeting and thanked the members for their participation.