

TO: Site Managers

FROM: Paul Nelson 

DATE: 4/2/13

SUBJECT: Guidance & Tools for D15 Stakeholder Meetings

Following is step-by-step guidance to help you succeed in planning and conducting the D15 stakeholder meetings we discussed at the Director's Conference. If you follow these steps "by the numbers," I am optimistic you will have a good turnout and positive feedback at your meeting(s).

This guidance is organized according to the tools we've posted in *Staff Resources* on the Division's website for your use. **You can use the following aids to access *Staff Resources*:**

1) If you have your Internet browser open and you're already logged into our website for staff access, you can use the following link to directly access the D15 Sustainable Business Planning Resources page:

<http://gastateparks.org/D15-Resources>

2) If you're not logged in for staff access on our website, log in first and then:

- o Use the link provided in #1 above, or
- o Click on *Staff Resources*
- o Click on *D15 Sustainable Business Planning Resources* (under *Plans*)
- o Click on any of the tools / resources (under *Stakeholder Meetings*)

3) If you don't have access to *Staff Resources* on our website, then you will need to establish an account with staff level access by:

- o Clicking on *Account* at the top of the home page, or *My Account* or *Sign In* at the bottom;
- o Clicking on *Create an Account*;
- o Creating an account; and
- o Then emailing Linda Patrick (linda.patrick@dnr.state.ga.us) to let her know the name you used to create an account and asking her to give you "staff level access" on the website (she will notify you by email when your access has been activated).

Here is guidance "by the numbers" for your use of the tools, following the order of the tools on the website page for *D15 Sustainable Business Planning Resources* under *Stakeholder Meetings* (see attached screen shot of this page or go to this page on the website):

1) ***D15 Stakeholder Engagement Outline*** – Should provide you with more info than you ever wanted to know, so if there's something missing from the guidance below, you will probably find it here.

2) ***Schedule Meeting(s)*** – You should already have worked with your region office to schedule your stakeholder meeting(s). Any questions re the scheduling should be referred to them.

3) ***Template for Mailed Invitation*** – Use this template to create your own written invitation for mailing by deleting the heading and notes, inserting the information required in ***bold italics***, and printing on site letterhead (see the link for "logos & letterhead" further down on the page). The second page of the template is an example of how it will look when you're done. You will use the *Contact Sheets for Elected Officials* and *Tourism Stakeholder Contact Database* (see below), as

well as your own local stakeholder contacts, to mail the invitation two (2) weeks before your scheduled meeting (if at all possible).

4) **Contact Sheets for Elected Officials** – These are still in production, but will be posted by next Tuesday, April 8th, consolidated into one PDF document with a page of contacts for each site. Mailed invitations are preferred; however, we have included email addresses, if available, in case you need them. For those sites with meetings already scheduled for mid-April, contact me and I may very well be able to forward you the contact sheet for just your site.

5) **Tourism Stakeholder Contact Database** – This has all the local welcome centers, state visitor information centers and regional tourism reps listed, and many of the CVBs. You will need to quickly review it to extract the contacts who are stakeholders for your site(s). Two other good resources for tourism stakeholders can be found at:

Georgia Travel Regions map, project managers and Region offices
<http://georgia.org/SiteCollectionDocuments/Industries/Tourism/What-can-GA-Tourism-do-for-you.pdf>

Georgia Visitor Information Centers and Regional Tourism Partners
<http://georgia.org/industries/Tourism/Pages/visitors-information-centers.aspx>

6) **Template for Emailed Media Alert** – And then there's the media. You are sending written invitations to selected stakeholders; however, these will be public meetings and we want to use the media to notify the communities around your site so members of the public can attend as well. Use this template to create your own media alert to email by deleting the heading and notes, inserting the information required in the yellow highlighted sections, and inserting the copy into an email. **Please note:** You will need to insert the following URL in the highlighted space provided under "Background" in the media alert if we have not been able to do this before you use the template: <http://gastateparks.org/businessplans>.

7) **Regional Media Contact Database** - You will use this database, as well as any of your own local media contacts, to email the media alert two (2) weeks before your scheduled meeting, which is typically necessary to meet the publication deadlines for your weekly newspapers. The database is organized by region, and within your approximate region you can review the "media outlet" column for towns closest to your site(s) to select the appropriate media. You can copy and paste individual email addresses or blocks of email addresses into the media alert email; HOWEVER, you should put your own email address in the "To" field and **"Blind Copy" (BC:) everyone else. Do not allow recipients to see each other's email addresses.**

8) **Template for Agenda** – Use this template to create your own meeting agenda by deleting the heading and notes, and then customize it by making any other changes / additions you think advisable. It is recommended that you print copies for meeting participants, as it helps them understand the meeting topics and their order.

9) **Business Planning Overview Handout for Stakeholder Meetings** – This may look like a PowerPoint presentation, but it's actually just formatted that way (you do not have to find / use a laptop or projector) for you to print out copies as a handout for meeting participants and walk them through an overview of the D15 business planning process leading up to the development of your business plan(s). It is NOT necessary to print this out in color.

10) ***Business Planning Overview with Notes*** – This is the same overview as # 9 above, but it has talking points (or notes) for you to use while presenting the overview you've handed out, so print out just one copy of this and add any other notes to it that you want to share with your stakeholders as you move on to reviewing your site business plan with them next (see below).

Please note: You will need to insert the FY12 economic impact of your site in the notes under slide # 3 in this overview – see *FY12 Tourism Impact of State Parks* below.

11) ***Template of Excerpted Business Plan*** – This is an excerpted version of the Skidaway Island business plan which has been reduced from 30 pages down to 15 by just deleting whole sections of it (no cutting and pasting, no reformatting). In order to review the important parts of your business plan(s) with your stakeholders, we suggest you access the Word doc of your plan(s) on the *D15 Sustainable Business Planning Resources* under *Finalized/Approved Business Plans*, attach it in a similar fashion, and make 2-sided copies as a handout for the meeting attendees. For the Skidaway plan, I deleted almost all of the facility and operations assessment sections (except for the Prioritized Facility Needs) and focused on the business recommendations, goals, strategies and plans, but it is up to you to decide which sections you want to share, what you want to focus on, and how you want to walk your meeting attendees through your plan. You may find that you don't have enough time at this first meeting and that you have a core group of enthusiastic stakeholders that want to meet again to spend more time discussing ways they can support the implementation of your plan.

12) ***Table Tent with URL for Public Business Plan Page*** – This is a single page for you to print out, preferably on heavier paper stock, fold in half and use as table tents at the meeting so your stakeholders can use the URL to access any of the complete business plans on a public page on our website. We are putting some other public business planning resources on that page as well, and this will be the page we'll use from a link on each of your site detail pages on our website to allow public access to the business plans.

13) ***FY12 Tourism Impact of State Parks*** – Use this for slide #3 in section #10 above.

14) ***Logos & Letterhead*** – Use these for section #3 above.

Hope this is helpful and good luck with your meetings! Let me or your region office know if you have any questions and we'll do our best to help.

Admin
Paul

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Georgia Department of Natural Resources | Coastal Resources | Environmental Protection | Historic Preservation | Sustainability | State Parks and Historic Sites | Wildlife Resources

**Fish, Hike, Boat, Bike, Golf, Camp,
Cabins, Lodges, Yurts, Weddings,
Reunions, Meetings... & much more at...**

State Parks ▾ Reservations ▾ Locations ▾ Activities ▾ Groups ▾ Volunteers ▾ Rentals ▾ Contact Us ▾



Select a Park

ZIP SEARCH:

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D15 Sustainable Business Planning (SBP) Resources

- Update
 - Edit Content
 - Add Subtopic
 - Edit Address
 - Related Websites
 - More...
- Add Events
 - Add New Event
 - Upcoming Events
 - Previous Events
- Add Contacts
 - Related Individuals
 - Add Contacts
 - Add Individuals
- Add Elements
 - Images & Files
 - Add Images & Files

Visible to Staff Members

☐ back to Staff Resources

STAKEHOLDER MEETINGS

- ❑ D15 Stakeholder Engagement Outline
- ❑ Template for Mailed Invitation to Stakeholder Meetings
 - Contact Sheets for Elected Officials
 - Tourism Stakeholder Contact Database
- ❑ Template for Emailed Media Alert for Stakeholder Meetings
 - Regional Media Contact Database
- ❑ Template for Agenda for Stakeholder Meetings
 - Business Planning Handout for Stakeholder Meetings
 - Business Planning Overview with Notes for Stakeholder Meetings
 - Template of Business Plan Excerpted for Stakeholder Meetings
 - Table Tent with URL for Public Business Plan Page
- ❑ FY 12 Tourism Impact of State Parks
- ❑ State Parks & Historic Sites Logos & Letterhead

FINALIZED/APPROVED BUSINESS PLANS

- ❑ A. H. Stephens State Historic Park
- ❑ Amicalola Falls State Park & Lodge
- ❑ Black Rock Mountain State Park
- ❑ Chattahoochee Bend State Park
- ❑ Cloudland Canyon State Park
- ❑