

SANCTUARY ADVISORY COUNCIL



Lee Whitford, Chair
Heather Reed, Vice-Chair
George Hart, Secretary

January 28, 2015

Dear Superintendent Bernthal:

Representation

Citizen-At-Large
Commercial Fishing
Conservation
Education
Marine Business
Outer Coast Marine Resource
Committees
Research
Tourism/Economic
Development
Hoh Tribe
Makah Tribe
Quileute Tribe
Quinault Indian Nation
Local Government:
Clallam County
Jefferson County
Grays Harbor County
Washington State:
Dept. of Ecology
Dept. of Fish and Wildlife
Dept. of Natural Resources
NOAA Fisheries
Olympic National Park
U.S. Coast Guard
U.S. Fish and Wildlife Service
U.S. Geological Survey
U.S. Navy

Artwork: David Sones

In 2014, funding was provided to Olympic Coast National Marine Sanctuary (OCNMS) to develop three kiosks, with a request from OCNMS that the Advisory Council evaluate and make recommendations on priority locations for the placement of one kiosk on the outer Coast. A Kiosk Subcommittee evaluated potential locations against a set of criteria and made their recommendations for locations of the kiosk to the full Advisory Council at the January 23, 2015 Advisory Council meeting.

The Advisory Council, by consensus resolution, identified Kalaloch Lodge as the most appropriate site to install the educational kiosk based on significant and year round visitation rates and prime locations within Olympic National Park and adjacency to Olympic Coast National Marine Sanctuary. The Advisory Council also identified the Forks Visitor Center as a second priority location. In addition, the Advisory Council recommended improved signage at locations throughout OCNMS.

As the OCNMS AC, we represent a diverse group of constituencies that have a strong interest in sanctuary and marine resource management in the Olympic Coast region. Our role is to advise the OCNMS Superintendent on sanctuary management topics and concerns. We volunteer our time to assist OCNMS in maintaining a transparent, interdisciplinary, and comprehensive management structure for the sanctuary. The opinions and findings of this letter do not necessarily reflect the position of Olympic Coast National Marine Sanctuary and National Oceanic and Atmospheric Administration.

Sincerely,

Lee Whitford
Chair, Olympic Coast National Marine Sanctuary Advisory Council

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EDUCATIONAL KIOSK SUBCOMMITTEE REPORT FOR JANUARY 23, 2015 ADVISORY COUNCIL DISCUSSION

Subcommittee Members

Bob Boekelheide (Subcommittee Chair) – SAC Citizen-at-Large
Roy Morris – SAC Citizen-at-Large Alternate
Katrina Lassiter – SAC WDNR Representative
George Hart – US Navy Representative
Kathy Steichen – Olympic National Park Representative (sitting in for Sarah Creachbaum)
Jacqueline Laverdure – (Staff Lead) OCNMS Education & Outreach Coordinator
Karlyn Langjahr – OCNMS SAC Coordinator

Background:

In 2014, The Office of National Marine Sanctuaries provided funding to Olympic Coast National Marine Sanctuary (OCNMS) to develop three NOAA educational electronic kiosks. One of the kiosks will be placed at the Pacific Science Center in Seattle, and a second will be placed at the OCNMS Olympic Discovery Center in Port Angeles. The goal of the Educational Kiosk Subcommittee was to evaluate potential locations and make recommendations about where to install the third kiosk in the sanctuary vicinity. Subcommittee members provided input on potential locations and criteria, and listed the advantages and disadvantages of each location based on the desired criteria.

Sanctuary staff provided a list of potential locations, including a short description, sanctuary-related themes (when applicable) and visitation numbers for each to assist with prioritization. All potential sites considered include:

- Ocean Shores Interpretive Center
- Ocean Shores Convention Center
- Ocean Shores Visitor Center
- Quinault Beach Resort and Casino
- Pacific Beach Resort & Conference Center
- Grays Harbor Visitor Information Center
- Grays Harbor Historical Seaport Authority
- Kalaloch Lodge
- Olympic National Park visitor centers (Ozette, Mora, Kalaloch, Forks)
- Quileute Oceanside Resort
- Forks Visitor Center
- Forks Outfitters
- Makah Marina
- Clallam Bay – Sekiu Visitor Center

The following criteria were used to evaluate potential locations:

- What is the potential number of visitors to each location?
- How is the location relevant to OCNMS and desired audience?
- How compatible is the space with the theme of the kiosk?
- What types of visitors use the location?
- Did the location have electrical and internet connections needed for the kiosk?

Following subcommittee recommendations, sanctuary staff will verify the logistical requirements:

- Who is able to host kiosk given technical needs / requirements?
- Who is willing to host kiosk?

The subcommittee chose the following locations, in order of preference:

1. Kalaloch Lodge
2. Forks Visitor Center
3. Ocean Shores Interpretive Center
4. Ocean Shores Convention Center
5. Clallam-Sekiu Visitor Center



NOAA kiosk located at
National Marine Sanctuary of
American Samoa visitor center

Recommendations:

Based on group discussion, subcommittee members favored Kalaloch Lodge as the most appropriate site to install the educational kiosk. Visitation takes place year-round, and it has among the highest visitation of all potential sites with 35,000 guests each year. The physical location of Kalaloch Lodge is within Olympic National Park and directly adjacent to Olympic Coast National Marine Sanctuary. Kalaloch Lodge is a compelling place to attract visitors to learn more about their immediate surroundings. The management at Kalaloch Lodge has been extremely supportive of interpretive and educational activities in the past, and currently hosts a Whale Trail sign (a partnership with Olympic National Park, Olympic Coast National Marine Sanctuary and The Whale Trail).

The alternate location chosen by the group was Forks Visitor Center, which is considered a gateway to the surrounding area, including the coast. The center, open year-round, attracts 30,000 to 40,000 visitors annually, and is staffed by informative volunteers. It potentially provides a significant opportunity to increase OCNMS exposure, since the center currently has limited outreach material about the sanctuary.

Subcommittee members also voiced their desire that OCNMS should work to install significantly more "low-tech" signage and displays on the coast to increase sanctuary exposure. Even though only three locations are being chosen for electronic kiosks as part of this project, all the locations mentioned earlier (and more!) should ideally have signs and information about OCNMS.