



Hoonah Indian Association Tribal Economic Development Strategy

May 31 Steering Committee and Community Meeting Summary

Introduction to the Hoonah Indian Association's Tribal Economic Development Strategy Plan

The Hoonah Indian Association (HIA) is currently preparing a Tribal Economic Development Strategy Plan (TEDS Plan) that will allow HIA to systematically analyze opportunities, gain tribal and community support, and develop a concrete action plan to implement priorities. This will allow HIA to strengthen its cultural, environmental, housing, social service, and other work on behalf of both Hoonah and HIA's tribal members.

As part of the Hoonah Indian Association's Tribal Economic Development Strategy planning process, the planning team is working with the HIA TEDS Plan steering committee, a 12 member group of tribal members and community stakeholders, broadly representative of the community of Hoonah and its major stakeholder organizations. The steering committee meets periodically to refine and develop the TEDS Plan.

Steering Committee Meeting, Hoonah School Cafeteria, May 31, 2019 12:00pm - 3:00pm


Steering committee members in attendance: Jackie Dick, Amelia Wilson, Mary Beth Moss, Gordon Greenwald, Ian Johnson, and Dennis Gray. Also present were HIA staff Bob Starbard, Kim Gordon, Zach Inglesby, and HIA TEDS planning team members Barbara Sheinberg of Sheinberg Associates and Paul Hackenmueller and Laurel Stark of Spruce Root, Inc.

Community Survey and SWOT Analysis

Paul Hackenmueller began the meeting with a review of the HIA TEDS Plan process and timeline and the results of the TEDS Plan community survey and SWOT analysis.

As part of the Hoonah Indian Association's Tribal Economic Development Strategy planning process, community members and stakeholders participated in a SWOT and Resiliency Survey (see [HIA TEDS SWOT & Resiliency Survey Results](#)). The survey was available from April 29 - May 10, 2019, and was primarily completed online, with hard copies of the survey available to community members through HIA staff and HIA TEDS Steering Committee support.

The steering committee members generally found the results of the SWOT analysis to be in line with expectations and previous community surveys, i.e. the Hoonah people, location, and natural abundance are viewed as strengths and opportunities to capitalize on, with the high cost of living and doing business, lack of affordable housing and infrastructure, and the increasing reliance on a single major industry as key weaknesses and threats.





For context, Bob Starbard provided some background to the committee members as to the impetus of the HIA TEDS project. Many EDA opportunities require a guiding document (i.e. the TEDS Plan) to justify investment in new projects and to verify they align with a strategy.

The committee members had additional questions regarding the demographics of the survey respondents, and requested that the planning team further analyze the results to assess potential differences in response rates or project priorities from tribal members v. non-members and community residents v. non-residents.

The committee also expressed concern that proper outreach had been conducted to reach a broad cross section of the community. HIA staff participated in direct outreach with elders and community members, which allayed the concerns of the committee.

Economic Snapshot

Barbara Sheinberg then walked the steering committee through an overview of Hoonah's economy (see [HIA TEDS Hoonah Economic Overview](#)). The economic overview covered a wide range of economic indicators and activity, from population and household income to utilities and cost of living. Attention was also given to the major industries that make up the bulk of Hoonah's current and historical economies including tourism, fishing, forest economy, health care, local food systems, transportation, and the maritime sector.

The steering committee appreciated the depth of the report and the new information it contained. It was generally acknowledged that the community at large could benefit from a deeper understanding of the economic issues at play, with a newsletter or radio program identified as potential avenues to further the discussion. It was also noted that HIA is advancing a number of priorities including childcare and a tribal court. Workforce development was identified as a common thread and a critical requirement for advancing any economic development initiative.

Prioritization Criteria

The steering committee next turned its attention to the priority rankings of the economic development initiative results from the community survey. Prior to selecting a draft list of priority initiatives, the committee engaged in a robust conversation around which criteria to use to help guide the final prioritization of the initiatives.

The following list was developed by the steering committee as the criteria by which to assess the project initiatives and action plans that arise as a result of the TEDS Plan process.





Project Initiative Ranking Criteria (in random order)

- Lowers the cost of living
- Creates or supports year-round jobs
- Availability of resources (e.g. land, funding, other)
- Maintains & supports authentic Tlingit culture, community, schools
- Removes barriers that prevent residents from working
- Stops the 'export' of the community's talent/youth/people
- Creates an anchor/cultural footprint downtown
- Supports our community values
- HIA is in a good position to make/help it happen
- Provides both economic and social benefit
- Increases HIA's claim to sovereignty over traditional lands

Draft Project Initiative Ranking

After reflecting on the survey rankings of potential economic development initiatives as well as the criteria developed for assessing opportunities, the steering committee settled on the following initiatives for the planning team to focus on for the initial round of action plan development.

Draft Priority Project Initiatives List (in random order)

- Affordable housing
- Independent or assisted living facility
- Hoonah Cultural Heritage Center
- Child care (possibly co-located with senior housing)
- Freight dock development
- Energy cost reduction
- Ferry service to/from Hoonah
- Workforce development programming





TEDS Plan Community Meeting, Hoonah School Cafeteria, May 31, 2019 5:00pm - 7:00pm

Following the May 31, 2019 HIA TEDS Plan steering committee meeting, an open-to-the-public community meeting was held at the Hoonah school cafeteria, to provide community members the opportunity to receive updates on the plan and provide input into key priorities.

Twenty six community members participated in the community meeting, which was catered by The Fisherman's Daughter. As in the steering committee meeting earlier in the day, the planning team provided the attendees with an overview of the TEDS Plan process and activity to date, a synopsis of the SWOT and community survey results, and Hoonah's economic overview. In addition to the presentations seen at the committee meeting, the planning team also updated the community meeting attendees on the criteria and draft project priority ranking that the steering committee developed.

The participants enjoyed the meal and at the close of the meeting were encouraged to provide feedback on the initiatives, criteria, and offer support or key individuals that planning team should consult during development of the action plan. The meeting adjourned at 7:00pm.



