



Oregon Coastal Zone Management Association

P.O. Box 1033 • 313 SW 2nd • Suite C • Newport, Oregon 97365 • 541-265-8918/265-6651 • Fax 541-265-5241 • www.oczma.org

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MEMO TO: OCZMA MEMBERS
FROM: ONNO HUSING, DIRECTOR, OCZMA
RE: JANUARY 2010 DIRECTOR'S REPORT

Ocean Power Technologies (OPT) to Deploy Wave Energy Buoys

Just before Thanksgiving I received an invitation to attend a “big announcement” featuring Governor Kulongoski at Oregon Iron Works (OIW). OPT, headquartered in Clackamas County, inked a purchase order with OIW to build the first PowerBuoy (trademark name) for deployment



in the ocean off Reedsport. That same day, December 4, 2009, I made the long drive to Reedsport to attend the second press conference. I went to Reedsport because if questions arose about ocean planning, I needed to be there to answer them. Plus, my friend, Reedsport Mayor Keith Tymchuk, really wanted me to be there.

On my way to Reedsport, I stopped briefly at the Pioneer Cemetery in Scottsburg, Oregon. Today, Scottsburg is a tiny rural community located along the Umpqua River. When Oregon experienced it's first infusion of Europeans, Scottsburg was a happening place. The cemetery is located on a hill, of course,

above the Umpqua River. Some incredible Oregonians are buried there. For me, December 4th was a day to step into Oregon's future *and* Oregon's past.

After the press conferences, I got busy writing an OCZMA newsletter. I did so because people on the Oregon Coast need to know this was happening. At the last OCZMA meeting in Depoe Bay, I was instructed to prepare testimony to the White House Task Force on Ocean Policy. Since our last OCZMA meeting, OPT's big announcements happened. I recommend we use OCZMA's January 2010 newsletter as that testimony (with a cover letter). Our main points to the Obama Administration could be:

- 1) In Oregon, we are doing an ocean plan and the process is working.
- 2) Let coastal states spearhead this work on a regional basis in partnership with coastal communities/stakeholders and adjacent states.
- 3) Have our colleagues in federal agencies be our partners, provide federal resources to support data gathering.

- 4) And, we believe the 2005 Energy Policy Act—which will govern renewable energy activities in federal waters—is a fine piece of legislation. So *please*, don't monkey with it.

It wasn't easy to tell the story about the OPT press conferences without sounding like a cheerleader for wave energy. Not everyone is thrilled about wave energy. Even if impacts on fisheries and the marine environment are minimized, for many people in the Northwest, the thought of industrial facilities placed in the ocean and awarding companies exclusive rights to occupy square miles of ocean space for decades at a time, well, that's not a cause for celebration. But, wave energy development may create family wage jobs on the Oregon Coast and help wean America off fossil fuels.

Looking back, OCZMA first discussed "ocean zoning" as the major agenda item at its meeting in Brookings in January 2008. I'm proud of that. A month later, in February 2008, I learned OCZMA could attract substantial funding from the Meyer Memorial Trust (MMT) to do an ocean plan (the community side). That gave me the incentive to pull together an ocean plan (outline tasks, estimate costs, identify skill sets and find them). And, even though MMT declined to fund us because financial markets were imploding, MMT did us a *huge* favor. MMT made me *believe* they would fund us. Later, NOAA/DLCD stepped up and the Oregon Wave Energy Trust (OWET) with funding to keep the process rolling.

Here's more important news. The Southern Oregon Ocean Resource Coalition (SOORC) is close to giving final approval to releasing an aggregate map for the fishing grounds for their area off the Oregon Coast. I have deep respect and affection for my friends serving on SOORC. They worked tirelessly with Ecotrust to get their colleagues in the recreational fisheries and commercial fisheries to participate in the planning process. SOORC got over 130 people in their area interviewed. That success was built on trust and local relationships. It didn't happen because people understood the nuances of Goal 19. SOORC faced the challenges head on.

And now, SOORC is inches away from developing an aggregate map of their fishing grounds with *just enough* information for the ocean planning process. Paul Klarin from the Oregon Department of Land Conservation & Development (DLCD) has been a good partner. Paul



helped us understand what the State of Oregon needs, in terms of documentation, to implement a spatial plan and to light up Goal 19. Paul wasn't heavy handed. Instead, Paul worked with us, let the raw information come together and let the maps evolve over time. And, we worked patiently to strike that delicate balance between what's needed for the public planning process and what should stay confidential. That's *not* easy.

And, since the last OCZMA meeting, the Land Conservation and Development Commission (LCDC) adopted Part Five of the Territorial Sea Plan (TSP) (see photo above to the left of LCDC

meeting with Paul Klarin testifying before the Commission). Part Five sets the stage for ocean planning. Now we need the overlays, the maps, the information about the ocean that's in the minds of so many different people, so we can do an ocean plan.

It's coming together. But, not everyone on the Oregon Coast feels comfortable about the process. As the ocean plan gets traction, the flack is picking up. In a recent *large* email exchange about OCZMA's Frequently Asked Questions (FAQ) on Ocean Planning/Wave Energy

(can be found on OCZMA's web site at www.oczma.org), I was called "childish and naïve" because I argued adequate steps were taken to shield individual fisherman's information under the Oregon Open Records Law. We spent an enormous amount of time on that data security issue. My legal education came in handy pouring over the Oregon Attorney General's Handbook on the Open Records Law. In addition, issues about foundation funding entering the planning process (a sign that Oregon is showing leadership in MSP) have spooked some folks.

Getting criticized is OK. I need to remember it will take patience and lots of outreach to complete the ocean plan. And, as we move forward, we (me included) need to stay open-minded.

Together we cannot fail.

"The Oregon Coast—Now in High Definition"

On May 29, 2009 in Newport, we brought together a great bunch of people from different parts of the Oregon Coast to talk about branding the Oregon Coast for knowledge workers/lifestyle entrepreneurs. The concept is extremely simple. Today, because of broadband, people can and do live anywhere and do business anywhere in the world using the Internet. Let's reach out and bring some more of these entrepreneurs to the Oregon Coast. Not a huge number, enough to make a difference.



It was a sensational discussion led by two "branding experts" (Kathy Long Holland and John Irwin). Todd Davidson (photo at left), Director of Travel Oregon, also attended. Todd gave an amazingly effective speech about integrating tourism promotion and business development.

But, because of pressing events on ocean planning, it has been difficult to get that report out. I need to get the report out, get it circulating, so, together, we can take the final steps needed to launch a **targeted** marketing program.

For several nights in November I came into the office. I listened to the tapes of the workshop. I prepared a near-verbatim transcript. It reminded me how many brilliant ideas were aired on that day. The Branding Workshop was a perfect blend of expertise on business development and tourism marketing. On November 17, 2009, I gave a presentation on the

findings of the Branding Workshop at the Lincoln County Economic Development Alliance (LCEDA) meeting to well over a hundred local leaders. The ideas really resonated.

So, look for the transcript and report soon. How I wish the demands of ocean planning would recede, just a little bit. That way, I could attend to these other truly important matters in a more timely way.

Fish Film Update

Talk about timeliness. Reading my past OCZMA Director's reports, I see I apologized a number of times that the fish film is *still* not done. So, I won't apologize again. I will merely inform you OCZMA's hour-long documentary is VERY close to being done. Please recall, the title is, "Oregon's Ocean Fisheries: A Conservation Success Story."

I will say this. Even though creating the documentary has been a rewarding experience, I will *not* be doing anything like this, with this level of complexity, again soon. If someone drops \$125,000 in OCZMA's lap *up front*, maybe. Doing a film well is a full time job.

Video, though, is an amazing media. Done correctly, nothing comes close to its educational value. Here's what may make sense. Preparing five-minute video pieces, to, let's say, to implement a *Branding the Oregon Coast for Lifestyle Entrepreneurs* project, featuring testimonials of local entrepreneurs. I can use what I've learned about filmmaking to do *that*.



Sardine Nets Photo above Courtesy of Pacific Media Productions (PMP), Newport

Having voiced my frustrations about the documentary, I look forward to working with you to show the film on the Oregon Coast and elsewhere in Oregon this spring. That will be *very* enjoyable.

I'm confident the documentary will be well received.

Oregon Salmon Commission Votes to Do a Business Plan

On October 28, 2009, the Oregon Salmon Commission (OSC) had a spirited all-morning discussion about doing a "business plan" for the commercial salmon fisheries in Oregon. The discussion occurred because the commercial salmon fishery in Oregon has been sharply curtailed in recent years largely because of Klamath River and Sacramento River issues. They are at a crossroads.



I was impressed to see the Oregon Salmon Commission wrestle with this tough issue. Given California-based issues, we need to ask—what is the future for the ocean salmon fishery in Oregon?

Ironically, Oregon's rivers are teeming with salmon (Coho and Chinook), but the Sacramento River may have reached a tipping point for its salmon production. Because of weak stock management for ocean fisheries, problems with the Sacramento casts a HUGE shadow over us in Oregon. It looks like we figured out the issues with salmon on the Klamath River (water management issues that led to parasites running amok). And, we are addressing that. But, no one understands what's going on with the

Sacramento. Too much development? Too many water withdrawals from the river to feed hungry agribusiness in the Central Valley? Paralysis in California State Government? It's not a good situation.

At the meeting, the Oregon Salmon Commission expressed an interest in having OCZMA help them pull a plan together. I pledged OCZMA would help them. And, if that means we have a serious discussion about the future, all things on the table, that makes a lot of sense.

Witness to the Birth of New Era on the Coast

On December 28, 2009 I watched the first deployment of WiMAX on the Oregon Coast happen in Newport. Donning a hard hat, I stood at the foot of Central Lincoln Public Utility District's (PUD) tall tower (photo at right) in the heart of Newport watching a staffer from CoastCom climb up the tower to affix Alvarion's beacon. WiMAX is the next generation 4-G wireless device pioneered by the Intel and about 200 other major firms through the WiMAX Forum.

More on this historic development later. But, in a nutshell, this will provide MOBILE wireless broadband (two way video capable) — much more capacity than current 3-G networks provide. And, the deployment of WiMAX on the coast will expand the reach of broadband to many people living outside coastal cities that are still on dial up.

If you think your iPhone is amazing now, wait till you run it on a 4-G network!

