



**BEACON BOARD OF DIRECTORS  
VISIONING FOR IMPACT  
July 19, 2024**

**Workshop Summary**

**BEACON**



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# Introduction

On Friday, July 19, 2024, the BEACON Board of Directors participated in a 90-minute facilitated discussion regarding key priorities and their vision for the future. The session *Visioning for Impact* offered a focused opportunity for the Directors to review BEACON's 2021 to 2026 Strategic Plan accomplishments to date, reflect on the organization's mission, and strategically outline critical priorities within a 3-to-5-year time frame to *Vision for Impact*.



An aerial photograph of a coastal city. In the foreground, a sandy beach curves along the coastline, with a paved promenade and a row of palm trees. To the right, a multi-story residential building is visible. In the background, an industrial port area features large white storage tanks, a red and white ship, and various cranes. The ocean is a vibrant blue, and the sky is clear.

# BOARD ENGAGEMENT

# Why do you personally serve as a BEACON Board Member?

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**California's beaches are treasured resources** providing immense value to everyone. Our **coastline is recognized as the state's coastal jewel**. However, these areas face **significant challenges** from growth and climate change. It is crucial to raise awareness about the unique offerings of our coastlines and continue public education efforts. **Beaches are enjoyable and vital** for recreation, ecological balance, public access, and addressing sea level rise.

**Preserving and sustaining these coastal areas for future generations** is a top priority. The natural beauty and **ecological significance are integral to our counties' identity**. Ensuring equitable **access to the beach** remains critical, allowing everyone to experience and appreciate resources.

**Collaboration is essential**. No single agency can manage these challenges alone; **partnerships, shared resources** and collection of sound scientific data are necessary to champion and drive effective decision-making and implement regionally impactful projects. By working together, we can **preserve and protect our precious coastal areas** for all to enjoy.

*Preserve and protect a precious natural resource - Sustain our beaches for future generations- Create memories - Coast is a jewel of California – Caretakers of the coast and beaches – Passion for service - Science informed – Data for decision-making - Collaborate to serve constituencies best.*

## What is BEACON to you as an elected official and why do you embrace its mission?

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Many of the Members focused on the successes and future opportunities for BEACON, as a regional coordinating body, to continue to advance its mission and address complex issues now facing coastal communities.

### To Best Serve Constituencies:

- Promote and preserve natural resources and critical infrastructure and understand and address the impacts of climate change on the fragile coastal environment in all jurisdictions.
- Advance proactive solutions to significant coastal resource challenges and positively impact the present and future.
- Foster the successful model of coordinated regional collaboration, facilitate economies of scale, and establish shared goals to address complex issues and make change - Together.
- Facilitate decision-making, use data effectively, create strategic partnerships and achieve results that benefit constituencies and members.
- Ensure equitable and inclusive access for all communities.

# What does BEACON mean to you and your constituency

Board Members were later asked to pivot and look external to the org three words, discuss what BEACON means to their constituency...

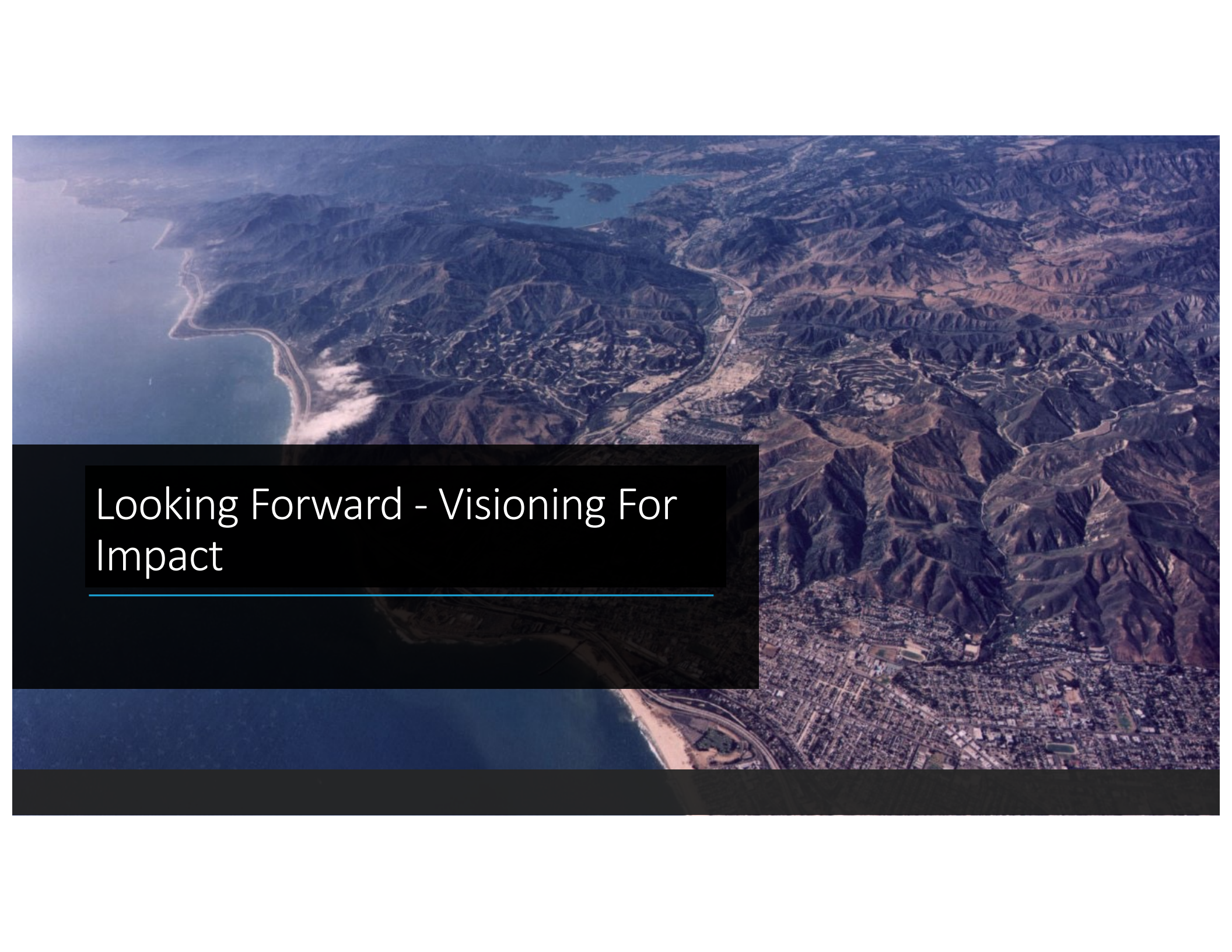
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**BEACON** plays a critical role in addressing the emerging and current needs of member constituencies and beyond by:

- Focusing on the future and proactively addressing issues by making decisions that stand the test of time.
- Serving the whole community and ensuring equitable and inclusive access to resources.
- Fostering regional collaboration, data gathering and sharing to serve communities and members best.
- Proactively preserving and protecting limited and treasured natural resources to foster ecological, recreational and economic prosperity.
- Promoting community wellness and through stewardship and education.
- Working aggressively to seek funding opportunities and deliver quality and impactful projects.





An aerial photograph showing a coastal city with a grid street pattern, a harbor, and a large body of water. The city is surrounded by rugged, brown mountains. A dark semi-transparent box is overlaid on the left side of the image, containing white text.

# Looking Forward - Visioning For Impact

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# Visioning For Impact:

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Thinking about the future is one of the most important things leaders can do. It informs current decisions, actions, and strategies.

Setting the stage by considering:

- Personal and professional connections through common or shared values;
- The mission of an organization and why what BEACON does matters; and
- The status of the organization and accomplishments, can make that future thinking clearer.

## **Common Themes:**

- Equity and Inclusion
- Enhance Collaboration and Legislative Advocacy
- Ensure Sound Decision-Making
- Foster Engagement, Outreach and Education
- Focus on Innovation and Successful Project Development and Delivery



# Visioning For Impact: Emerging Themes and Key Priorities

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## **Focus on Access, Equity and inclusion:**

- Conduct work and make decisions through an equity lens to ensure equitable and inclusive access to coastal resources, as well as transparency, engagement and consideration in decision-making processes.

## **Enhance Collaboration and Legislative Advocacy**

- Bolster work of BEACON through enhanced legislative advocacy efforts via a unified message and examine potentially opportunities to increase membership agencies regionally.

## **Ensure Sound Data for Decision-Making**

- Utilize data and scientific information for overall sustainability of projects and decision-making that will stand the test of time.

## **Foster Engagement, Outreach and Education**

- Conduct inclusive outreach and education efforts to ensure awareness of the BEACON model of effective regional collaboration and BEACON's mission, work and accomplishments. Modeling inclusivity, thoughtfully and transparently engage and communicate to constituencies about plans and projects using data to tell the story of "why".

## **Focus on Innovation and Successful Project Development and Delivery**

- Seek innovative, sustainable, environmentally sound practices for beach nourishment, sand retention, and sediment transport and successfully deliver projects. Continue to pilot innovative projects to test approaches, generate data and ensure successful implementation and outcomes of projects.



## Conclusion

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The identification of the emerging themes and key priorities signal what actions, as well as policy and development proposals the Board may wish staff to consider going forward to fulfill the vision and mission of BEACON. Further, the themes and priorities identified by the BEACON Board advance BEACON's multiple and complementary goals and objectives consistent with the 2021-2026 BEACON Strategic Plan. Therefore, these items will be incorporated into the Plan in order to ensure that development of action plans and implementation of the priorities occur consistent with the Plan timeline.