

Quick recap

The meeting began with discussions about activation plans and welcoming new participants, followed by updates on federal public lands management and recent developments in the Wildfire Task Force. Calder presented an overview of the Redwood Region's unique characteristics and emphasized the importance of regional networking, resource sharing, and workforce development in the sector activation plan. The group then explored the economic impact of recreation and tourism in California, discussed data availability challenges, and concluded with presentations on agritourism initiatives and ongoing efforts to establish an Outdoor Recreation Institute.

Summary

Activation Plans and Tourism Updates

The meeting began with a discussion about activation plans, where Chelsea and John noted they had received a total of 7 plans, including 5 new ones from Dana. They agreed to analyze these against overlapping tourism plans. The group then welcomed several new participants, including Freddy Bi from Discover Inland Empire, and discussed summer activities. Calder announced the start of the recording and introduced John to provide an update on the sector, which John began to share but the transcript ended before he could continue.

Federal Lands Management Updates

The group discussed recent developments in federal public lands management, including potential budget cuts and restructuring proposals from the Trump administration. John provided updates on the Wildfire Task Force meeting in September and the State of California's increased focus on federal public lands management. Justin shared information about a new secretarial order on gateway community coordination, which could provide opportunities for building partnerships with federal agencies. The group also touched on the importance of monitoring upcoming federal budget decisions and their potential impact on public lands management in California.

Redwood Region: Nature and Culture

Calder presented an overview of the Redwood Region, highlighting its unique blend of natural landscapes, vibrant culture, and robust sectors such as tourism, outdoor recreation, and the creative economy. He emphasized the region's strong tribal presence, its claim to fame as home to the world's tallest trees, and its growing popularity for film production. Calder also discussed

the region's thriving art scene, agritourism offerings, including wine and cannabis tourism, and the fusion of natural environments with creative expression.

California North Coast Sector Activation

Calder discussed the importance of regional networking, resource sharing, and workforce development in the sector activation plan for California's north coast region. He emphasized the need to address career opportunities for artists and outdoor recreation professionals, as well as market development for small businesses. Calder highlighted the strategy of creative placemaking and the importance of regional branding to attract healthcare professionals and other workers to the area. He also mentioned the need for sustainable frameworks to drive investment in the sector and the importance of being part of statewide sector networks for learning and collaboration.

Building Regional Arts Networks

Calder emphasized the importance of building relationships and networks as the primary focus of their work in the Redwood region, highlighting the need to learn from local tribes, arts agencies, destination marketing organizations, and state-level partners like Visit California and CalTravel. Calder stressed the importance of acknowledging and supporting arts in all parts of the state, not just major cities, and mentioned the need to address under-resourcing in rural areas. They concluded by discussing the importance of collaboration and presenting a collage of images from the Eureka Street Art Festival.

California Tourism Economic Impact

Danna discussed the economic impact of the recreation and tourism sector in California, emphasizing its role as a tradable sector and its contribution to local economies. She encouraged participants to gather and share data on jobs, revenue, and tax generation created by tourism to build awareness of its importance. Danna also highlighted the need to use this economic data when advocating for public lands, addressing threats, and proposing projects, and she specifically mentioned the role of agritourism in local communities.

Economic Impact Data Challenges

The group discussed data availability and challenges in tracking economic impacts, particularly in rural areas. Calder highlighted the significant economic impact of parks, citing Redwood National Forest Park's contribution of \$34 million annually, and emphasized the difficulty of measuring the creative economy's impact due to limited data and inappropriate NAICS codes for many artists. Danna recommended using Visit California's annual economic impact report and the Bureau of Economic Analysis for recreation data, and agreed to consult with McKinsey

about creative economy data sources. The conversation ended with Rachael introducing a lightning round presentation with her colleagues Alec and Erin.

California Agritourism Overview

Rachael presented an overview of agritourism in California, defining it as a commercial enterprise on a working farm or ranch generating supplemental income. She highlighted the current state of agritourism, including its economic impact and potential for growth, particularly in rural and gateway communities. Rachael shared ongoing projects and initiatives, such as training programs, a national agritourism curriculum, and a county-specific development strategy. She invited collaboration to address policy and regulatory barriers, improve data collection, and support local capacity building for agritourism.

California Agritourism and Recreation Initiatives

The meeting focused on updates and discussions around agritourism, outdoor recreation, and regional development initiatives in California. Rachael provided insights into her work with Ventura County and mentioned collaboration with Gloria Martinez, while Alec shared experiences from a national conference on community development and highlighted potential models for interpretive guide training. Erin and Alec discussed ongoing efforts to establish an Outdoor Recreation Institute in California, with plans to conduct a survey and gather case studies on effective partnerships. John emphasized the need for state-level support in the absence of federal initiatives and suggested exploring bikepacking as a growing recreational activity. Calder concluded by introducing an interregional comparative analysis exercise and mentioned the expansion of film and TV tax credits, which could positively impact tourism across the state. The next meeting was scheduled for September 5th.