

CA JOBS FIRST - TOURISM & OUTDOOR RECREATION COHORT

AGENDA 08/01/2025

- **Welcome/Check-in**
- **Field Notes**
- **Presentations – Session Two**
 - **Redwood Region**
 - **UC ANR**
- **Inter-regional Comparative Analysis – Introduction**
- **“Rays of Sunshine”**
- **Adjourn**



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I. Field Notes – August 1, 2025



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A photograph showing three men in a hallway. The man in the center is wearing a dark suit and tie, looking slightly to his right. The man on the left is also in a suit, looking forward. The man on the right is wearing a light-colored short-sleeved shirt and trousers, looking towards the center. The hallway has high ceilings, arched doorways, and a large framed portrait on the wall.

1 WEEK AGO

Lee pulls federal land sales from megabill

Sen. Mike Lee's decision to withdraw his proposal removes a major headache for GOP leadership in both chambers as they look to advance their megabill.



JOSH SIEGEL
06/28/2025, 10:14PM ET


E&EDAILY

Gift article

How Mike Lee ended up alone in megabill land fight

"He's not wrong about the concept, he was just not wise in the approach he used," Republican Thom Tillis said of the Senate Energy chair.

BY: GARRETT DOWNS, AMELIA DAVIDSON | 07/22/2025 06:32 AM EDT

A photograph of Sen. Mike Lee in a hearing room. He is standing at a wooden podium, facing slightly to his right. He is wearing a dark suit and tie. The background is a wood-paneled wall.

An ambitious public land sale plan from Sen. Mike Lee (R-Utah) was met with a torrent of criticism from both sides of the political aisle. | Francis Chung/POLITICO

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Webinar chat



Gita Chandra to Everyone

12:01 PM



California Natural Resources Agency
Secretary Wade Crowfoot
<https://resources.ca.gov/About-Us/Who-We-Are/Secretary-for-Natural-Resources>

Gita Chandra to Everyone

12:03 PM



Panelists for today's discussion:

- Sara Aminzadeh, Deputy Secretary for External Affairs, CNRA
- Patrick Wright, Director, California Wildfire and Forest Resilience Task Force
- Karla Nemeth, Director, Department of Water Resources
- Armando Quintero, Director, California State Parks
- Danna Stroud, Associate Deputy Director, Regional Economic Development Initiative, California Governor's Office of Business and Economic Development (GO-Biz)
- Jenn Eckerle, Deputy Secretary for Oceans and Coastal Policy, CNRA and Executive Director, Ocean Protection Council
- Robert Chun, Chief of Staff - Chair David Hochschild, California Energy Commission

Who can see your messages? Recording on

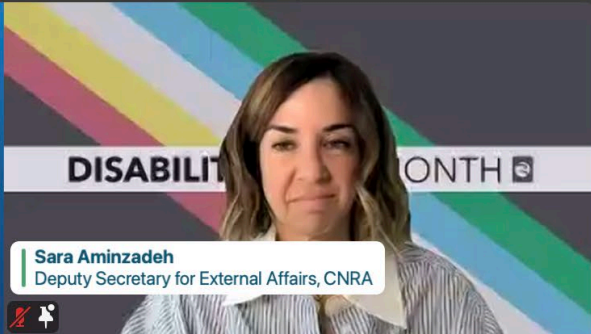
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Secretary Wade Crowfoot
California Natural Resources Agency



Robert Chun
California Energy Commission



Sara Aminzadeh
Deputy Secretary for External Affairs, CNRA



Director Armando Quintero
State Parks



Patrick Wright
Wildfire and Forest Resilience Task Force



Director Karla Nemeth
Department of Water Resources



Jenn Eckerle
Ocean Protection Council



Danna Stroud
Associate Deputy Director, GO-Biz

behalf of advocacy and philanthropic organizations, and the private sector.

Gita Chandra to Everyone 12:0

Intro discussion with Sara and Wade on Supreme Court decision on reduction in force:
USA Today: With new power, Trump will move immediately to lay off federal workers
<https://www.msn.com/en-us/news/us/with-new-power-trump-will-move-immediately-to-lay-off-federal-workers/ar-AA1lhv06?ocid=BingNewsSerp>

Gita Chandra to Everyone 12:0

EE News/Greenwire
Interior staff braces for impending layoffs
<https://www.eenews.net/articles/interior-staff-braces-for-impending-layoffs/>

Gita Chandra to Everyone 12:1

Patrick Wright, Director, California Wildfire and Forest Resilience Task Force <https://wildfiretaskforce.org/>
Bio: Patrick Wright serves as the Director of the California Wildfire & Forest Resilience Task Force. This task force was established by Governor Gavin Newsom to address the critical challenge of preventing catastrophic wildfires. It brings together a coalition of resources to create a sustainable natural environment.

↓ 9 new messages

Who can see your messages? Recording on



Wildfire Safety

- US Forest Service cuts: 10% all staff, 25% of non-firefighters.
 - Reports: Some of California's 18 National Forests have lost up to 25% personnel.
 - Proposed for elimination: Regional Office that coordinates 18 National Forests in California.
- Shift to expand timber production likely impacts community wildfire safety projects.
- US Forest Service's Pacific Research Station proposed for elimination.
- California National Guard drawn away from firefighting.

The Smokey Wire : National Forest News and Views

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House Approps Signals Pointed Lack of Enthusiasm for Fire Reorganization: Would Require GAO Study

July 23, 2025 by Sharon

Many, many thanks to Marc Heller of E&E News for wading through the tedious verbiage (but necessary, I get it) in the House Approps report..

There seems to be a notable lack of enthusiasm by House Approps. They want GAO to take a look before anyone leaps, and the report gives specific concerns to be addressed. These concerns seem pretty much in line with what folks I know have raised. The below is from page 12 of [this document](#). I'm sure there are other interesting things in there if anyone has read it or wants to.

Recommended Comment Considerations

When commenting, please consider the three doors that charitable speech must pass through. The gatekeeper at the door asks, "Is it true?" The second gatekeeper asks, "Is it helpful?" The third gatekeeper asks, "Is it kind?" (adapted from the writings of Krishnamurti by



Outdoor Recreation & Conservation

- National Park Service lost 24% of its workforce in 6 months, with more cuts coming.
- 18 National Forests in California lose significant staff, regional office likely eliminated.
- Bureau of Land Management (BLM) has lost 17% of total personnel.
- Federal public lands proposed to be sold for development.
- Threats to roadless areas & National Monuments.
- Major cuts to US Fish & Wildlife Service and National Refuges.

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Secretary Wade Crowfoot
California Natural Resources Agency



Director Armando Quintero
State Parks



Danna Stroud
Associate Deputy Director, GO-Biz





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NEWS | POLITICS

'There's a lot of anger': California's conservative corners turn on Trump



FILE: A church stands in the Sierra Nevada mountains after yet another storm system brought heavy snowfall, further raising the snowpack, on March 29, 2023, in Mammoth Lakes, Calif.
Mario Tama/Getty Images

GREENWIRE



Gift article



A 'trust-building exercise': Senate Interior-Environment spending bill advances

The bill's spending would be higher than a House Republican proposal and the Trump administration's budget request.

BY: KEVIN BOGARDUS, GARRETT DOWNS, ANDRES PICON | 07/24/2025 01:29 PM EDT



Senate Appropriations Chair Susan Collins (R-Maine) gavels in a markup alongside ranking member Patty Murray (D-Wash.).

(Right to left) Senate Appropriations Chair Susan Collins (R-Maine) gavels in a markup alongside ranking member Patty Murray (D-Wash.) on Thursday. | Francis Chung/POLITICO

Senate Approps News

July 26, 2025 by Sharon

Public Lands

- The bill rejects President Trump's efforts to shortchange America's cherished landscapes and ensures that funding for operations of the National Park System, the National Wildlife Refuge System, National Conservation Lands, and the National Forest System is fully protected at enacted levels.
- The bill provides the funding necessary to maintain personnel at prior year levels and requires the necessary staffing levels to be able to provide visitor services, Tribal consultation, ensure public safety, and carry out the science necessary to respond to growing natural threats and increased visitation.

National Park Service

- The bill provides \$3.27 billion for the National Park Service, including \$2.87 billion for the operation of the National Park System, which is equal to the enacted level and is \$145 million above the level in House Republicans' bill and \$875 million higher than the level requested by President Trump.
- The bill provides the resources to sustain fiscal year 2024 staffing levels—rejecting staffing cuts made since January—and to support a full complement of seasonal staff during fiscal year 2026.
- The bill also provides \$168 million for the Historic Preservation Fund and protects all 433 national park units from being sold off or otherwise eliminated from the National Park System.

Forest Service

- The bill provides \$6.17 billion for the Forest Service, excluding additional funding for the Wildfire Suppression Operations Reserve.
- Of this amount, \$3.7 billion is provided for the Forest Service's non-wildland fire management responsibilities and provides sufficient funds to sustain appropriate staffing levels.
- The bill rejects the steep \$1.4 billion cuts to the Forest Service's non-fire budget proposed by President Trump.
- The bill provides funding for the Forest Service to improve forest restoration and fire risk reduction efforts on federal lands and through cross-boundary partnerships.
- It also provides \$175 million for hazardous fuels reduction projects, \$31 million for the Collaborative Forest Landscape Restoration Program, and \$6 million for the Legacy Roads and Trails program to prioritize fish passage improvements and repurposing unnecessary roads as trails.

GREENWIRE



Gift article



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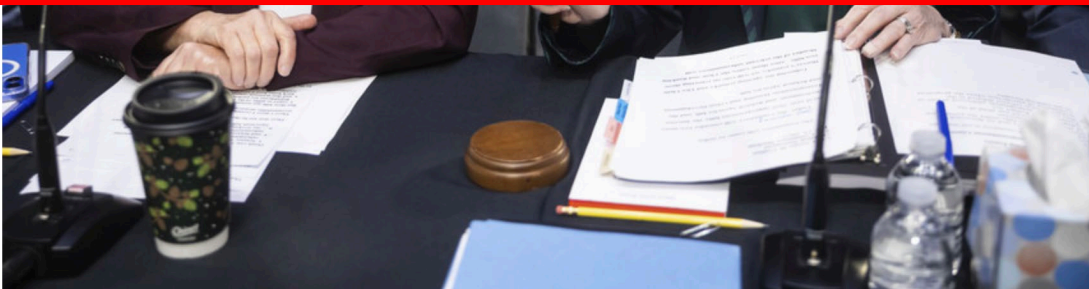
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(Right to left) Senate Appropriations Chair Susan Collins (R-Maine) gavels in a markup alongside ranking member Patty Murray (D-Wash.) on Thursday. | Francis Chung/POLITICO

Protecting Our Public Lands

For the last several weeks, I have fought against a legislative provision allowing for public land sales without meaningful local input. The House removed the provision shortly after I spoke out against it, but we had to redouble our efforts when the Senate put it back in. Fortunately, in a major win this weekend, the Senate removed it as well. Public lands are essential to our region and local economy, and the future of those lands cannot be determined by closed-door meetings in Washington.

[Click here](#) to watch my House Floor remarks.



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E&E NEWS PM



Gift article

Forest Service research survives in House spending bill

Republican appropriators also set aside a White House request for a new wildfire agency at Interior.



BY: MARC HELLER | 07/14/2025 04:06 PM EDT



GREENWIRE



Gift article

Trump's wildfire agency plans draw concern from state foresters

Impacts to public safety and disruption to federal-state partnerships are among the worries raised over consolidating wildfire management



BY: MARC HELLER | 07/25/2025 01:29 PM EDT



Firefighters scramble to keep the Madre Fire from crossing a dozer line as it makes a run along Highway 166 on July 3 in San Luis Obispo County, California. | Noah Berger/AP

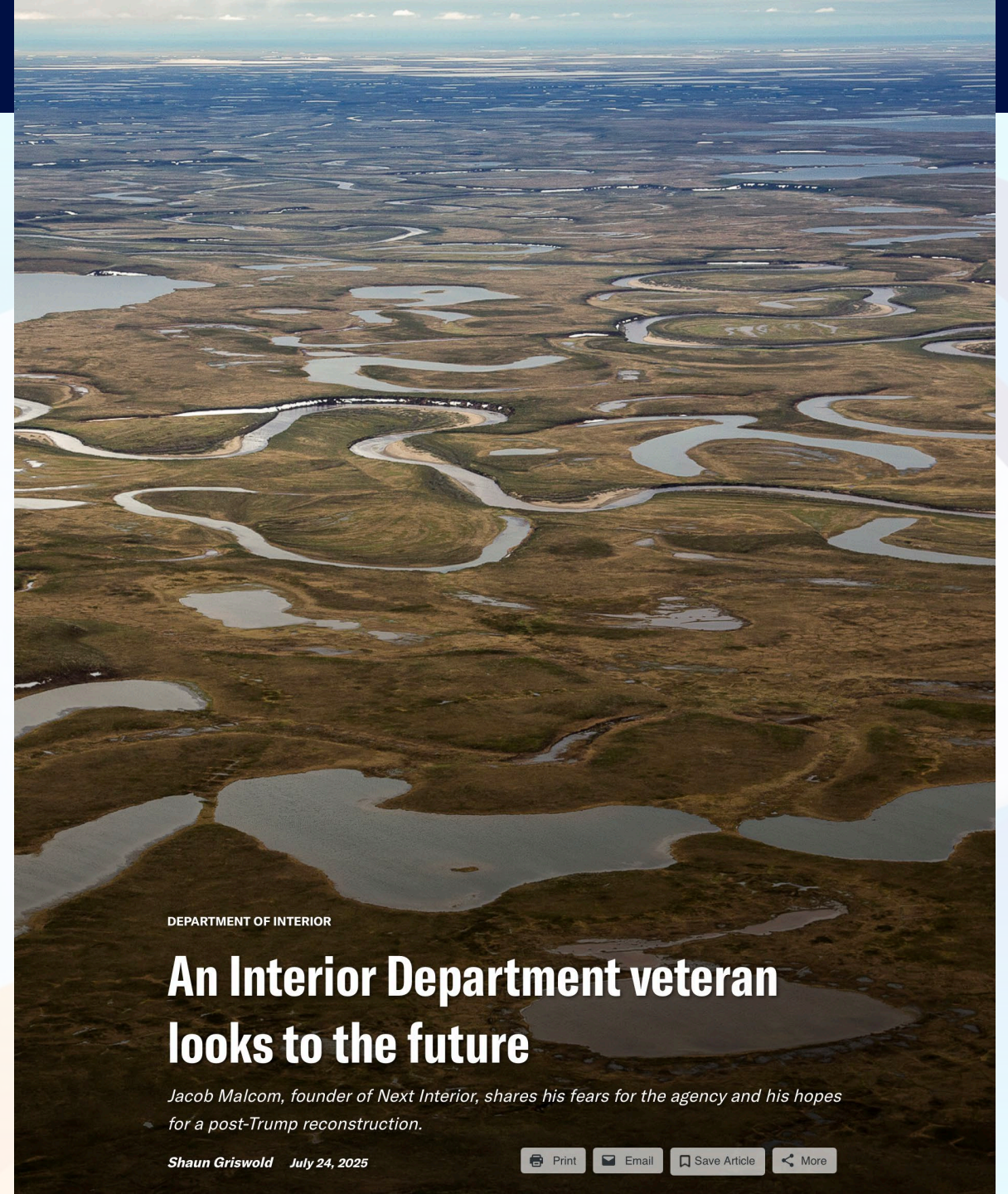
COMMENTARY

The dust has settled: We need an agency worthy of our wilderness

LO KEVIN PROESCHOLDT

DM GEORGE NICKAS

JULY 24, 2025 4:57 AM



DEPARTMENT OF INTERIOR

An Interior Department veteran looks to the future

Jacob Malcom, founder of Next Interior, shares his fears for the agency and his hopes for a post-Trump reconstruction.

Shaun Griswold July 24, 2025

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GREENWIRE



Gift article

USDA to shed buildings, move 2,000 workers away from DC

Agriculture Secretary Brooke Rollins said a department reorganization will close many D.C. offices and push employees to five state "hubs."



BY: MARC HELLER | 07/24/2025 01:28 PM EDT



Agriculture Secretary Brooke Rollins takes part in a roundtable discussion on soil health and the "Make America Healthy Again" initiative at the Capitol on July 15. | Francis Chung/POLITICO



THE SECRETARY OF AGRICULTURE
WASHINGTON, D.C.
20250-0100

July 24, 2025

Secretary Memorandum: SM 1078-015

Subject: Department of Agriculture Reorganization Plan

Section 1. Purpose: This Secretary Memorandum authorizes and directs the actions necessary to effectuate the consolidation, unification, and optimization of functions within the Department of Agriculture (USDA) to achieve improved effectiveness and accountability, enhanced services, reduced bureaucracy and cost savings for the American people. These actions constitute the USDA Department Reorganization Plan.

Section 2. Authority: This Memorandum is issued under the authority of Reorganization Plan No. 2 of 1953 (5 U.S.C. app.; 7 U.S.C. 2201 note) and The Department of Agriculture Reorganization Act of 1994 (Pub. L. 103-354).

Section 3. Background: Since its legislated establishment in 1862, USDA has been known as "The People's Department," a title reflecting its mission to serve farmers, ranchers, landowners, and rural communities, and perform critical public services that benefit all Americans. The Department is reverting to its core mission to ensure:

- American agriculture feeds all across the United States and the world.
- American farmers, ranchers, and producers compete on a world stage that is fair, just, and on terms that put America First.
- Confidence in our programs to fight disease, feed the needy, manage our land and forests, and work for all of American agriculture.
- That Make America Great Again and Make America Healthy Again exist not in opposition to one another, but as complements to a common mission for our country.

Section 4. Key Pillars: USDA is committed to preserving critical public safety and other public services the American public relies upon. Reductions and impacts to wildland firefighting, inspection, and farmer and rural community front-line facing positions will be minimized. The USDA Reorganization Plan will be guided by four key pillars:

GREENWIRE



Gift article

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THE SECRETARY OF AGRICULTURE
WASHINGTON, D.C.
20250-0100

July 24, 2025

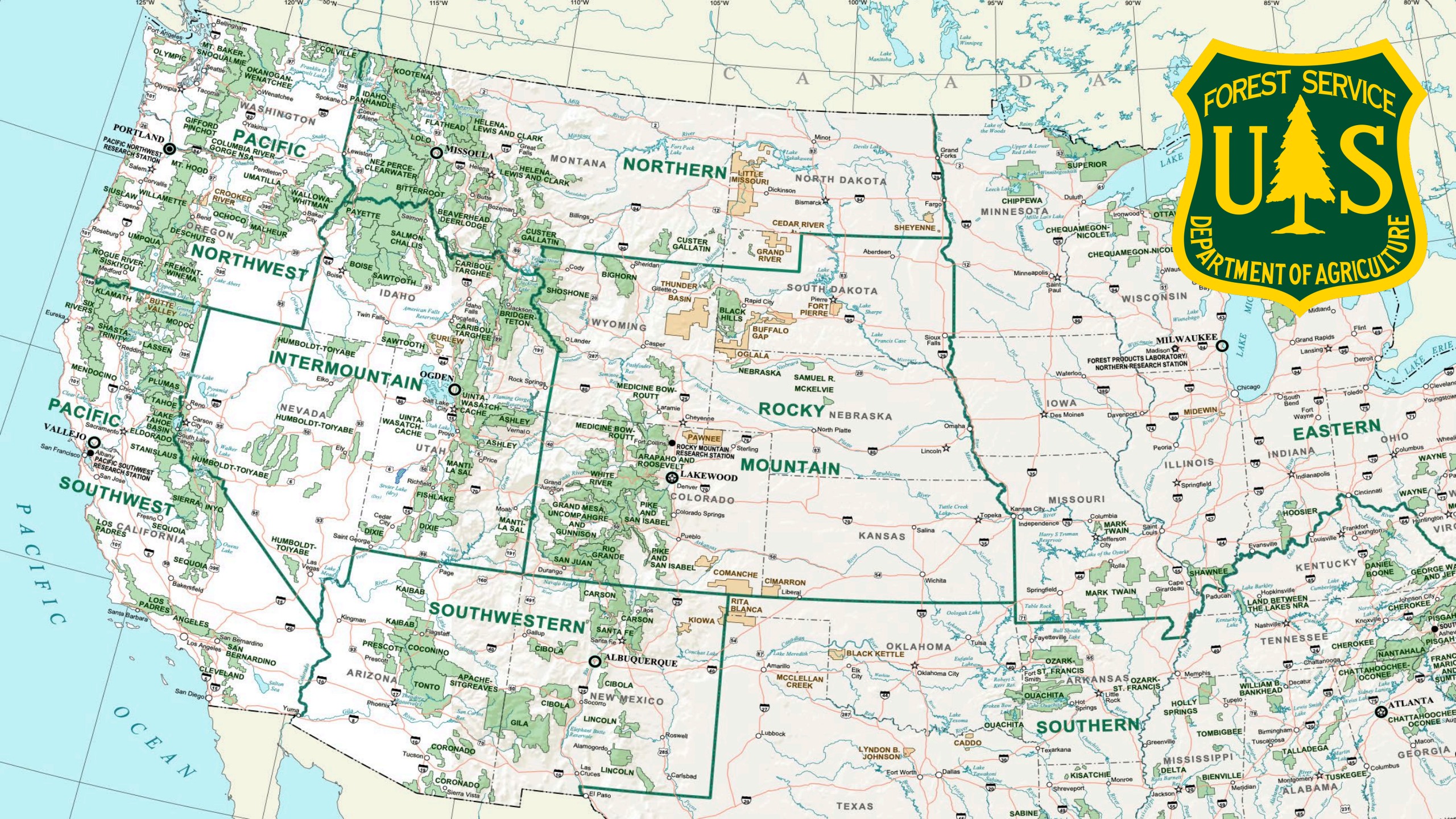
“USDA announces that it has begun its reorganization plan. This includes phasing out their 9 Forest Service regional offices and relocating staff from D.C. They say they will maintain research labs in Missoula, Montana, and other locations that study wildfire.”

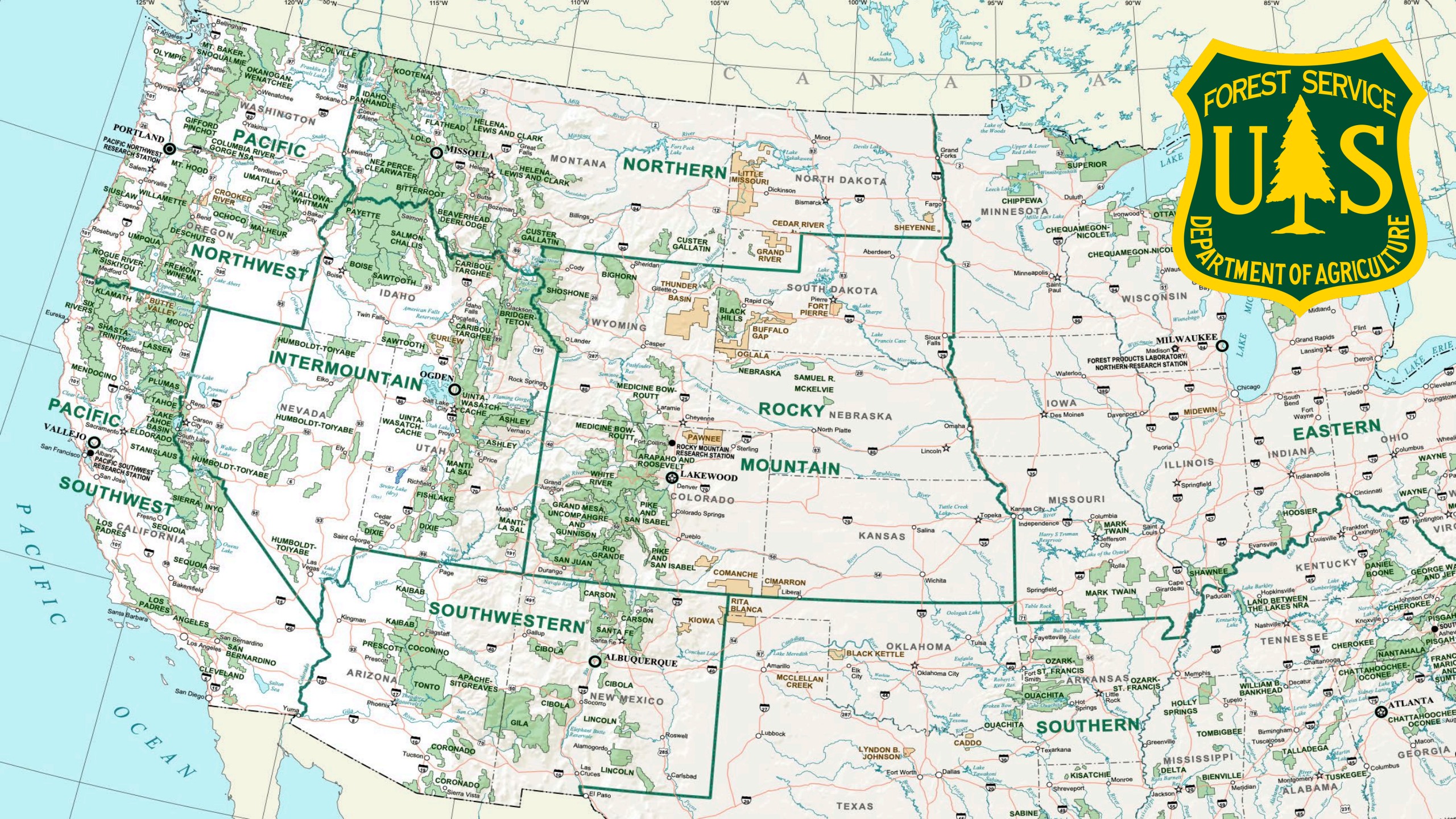


Agriculture Secretary Brooke Rollins takes part in a roundtable discussion on soil health and the "Make America Healthy Again" initiative at the Capitol on July 15. | Francis Chung/POLITICO

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USDA reorg has Congress searching for answers

The Department of Agriculture's ambitious reorganization has rankled lawmakers. A hearing is planned for Wednesday.



BY: MARC HELLER | 07/30/2025 06:31 AM EDT



Sen. Chuck Grassley (R-Iowa) said that the administration has the right to reorganize the Department of Agriculture, but wishes there had been more consultation with Congress. | Francis Chung/POLITICO



II. Regional Presentations

- **Redwood Region RISE**
 - **Calder Johnson – Arts/Culture/Tourism Sector Investment Coordinator**
- **UC Agriculture & Natural Resources**
 - **Rachel Callahan – Statewide Agri-tourism Coordinator**



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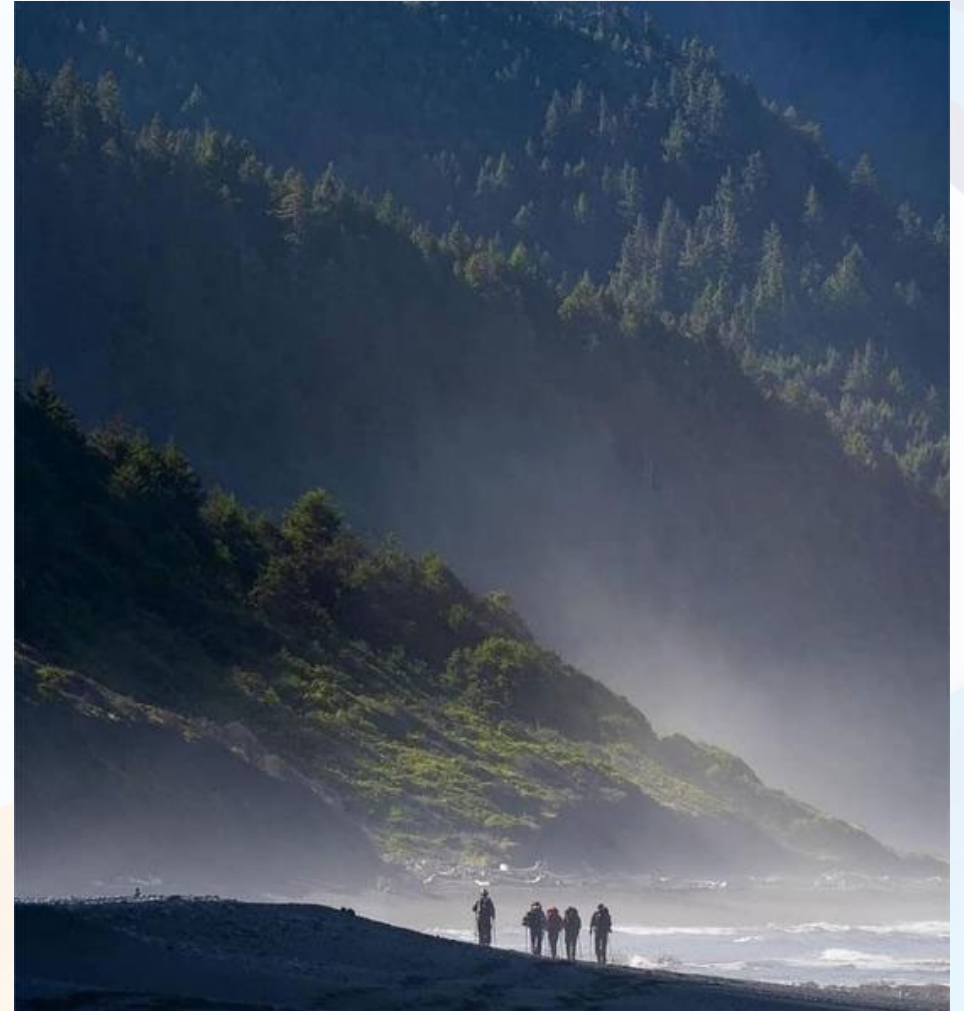
I. Introduction

Calder Johnson

**Arts/Culture/Tourism Sector Investment Coordinator
Redwood Region RISE, CA Jobs First**



**Redwood Region
RISE**



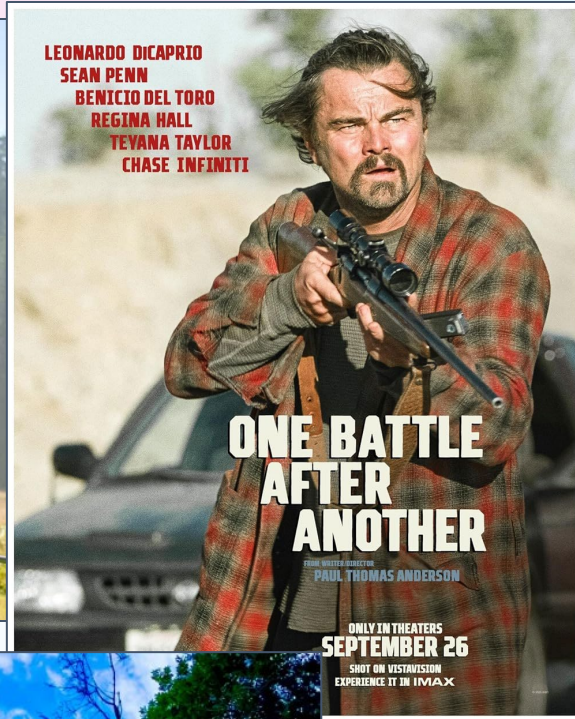
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II. Priority Areas

- **Arts/Culture/Tourism Sector**
 - ***Creative Economy***
 - ***Tourism & Outdoor Recreation***



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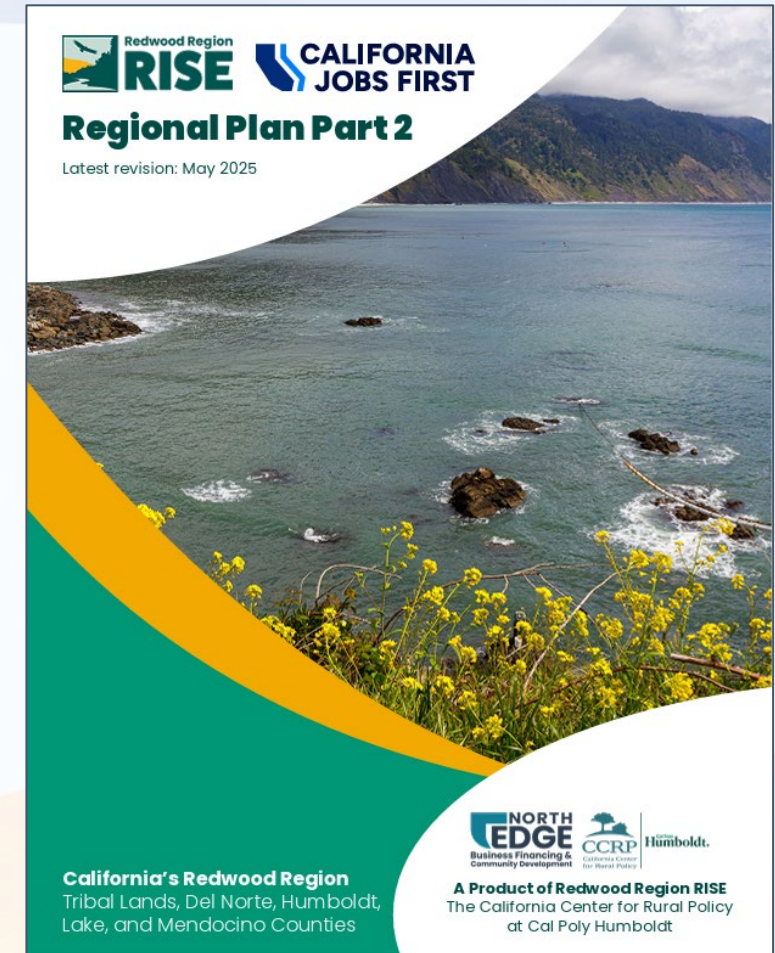


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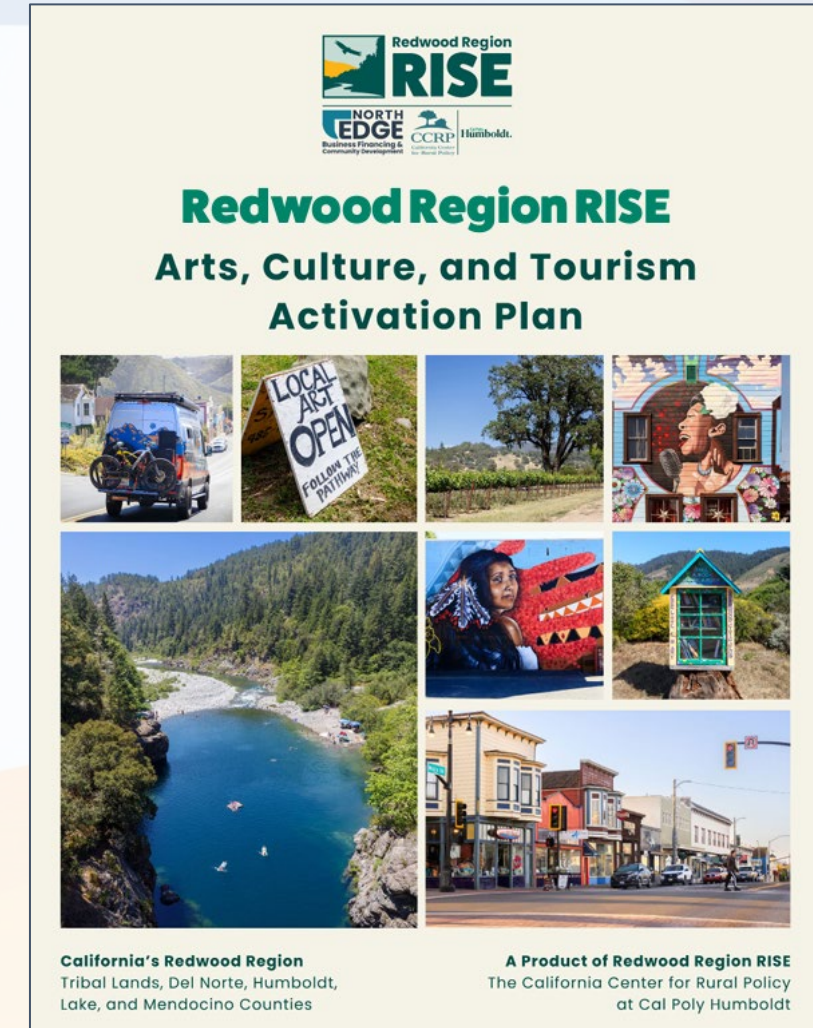
III. Sector Strategies

- **Strategies from Regional Report, Part 2**
 - **Regional Networking & Resource Sharing**
 - **Training & Skill Development**
 - **Creative Placemaking**



IV. Sector Activation Plan

- **Regional Networking and Advocacy**
 - **Regional Sector Development Strategization**
 - Foundational work
 - **Project Support Network**
 - Capital Absorption Framework
 - **Regional Branding**
 - Emphasis on workforce/business recruitment
 - **Sector Advocacy & Investment**
 - **State-wide Sector Networks**



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Current and Potential Partners

LOCAL

- **Regional Tribes**
- **Local and regional arts agencies and DMOs**
- **Regional parks and forests**

STATE

- **Jobs First Cohort**
- **Visit California**
- **CalTravel**
- **California Arts Council**
- **Californians for the Arts**
- **UC ANR1**

And many, many more...



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Thanks for Listening!

II. Regional Presentations

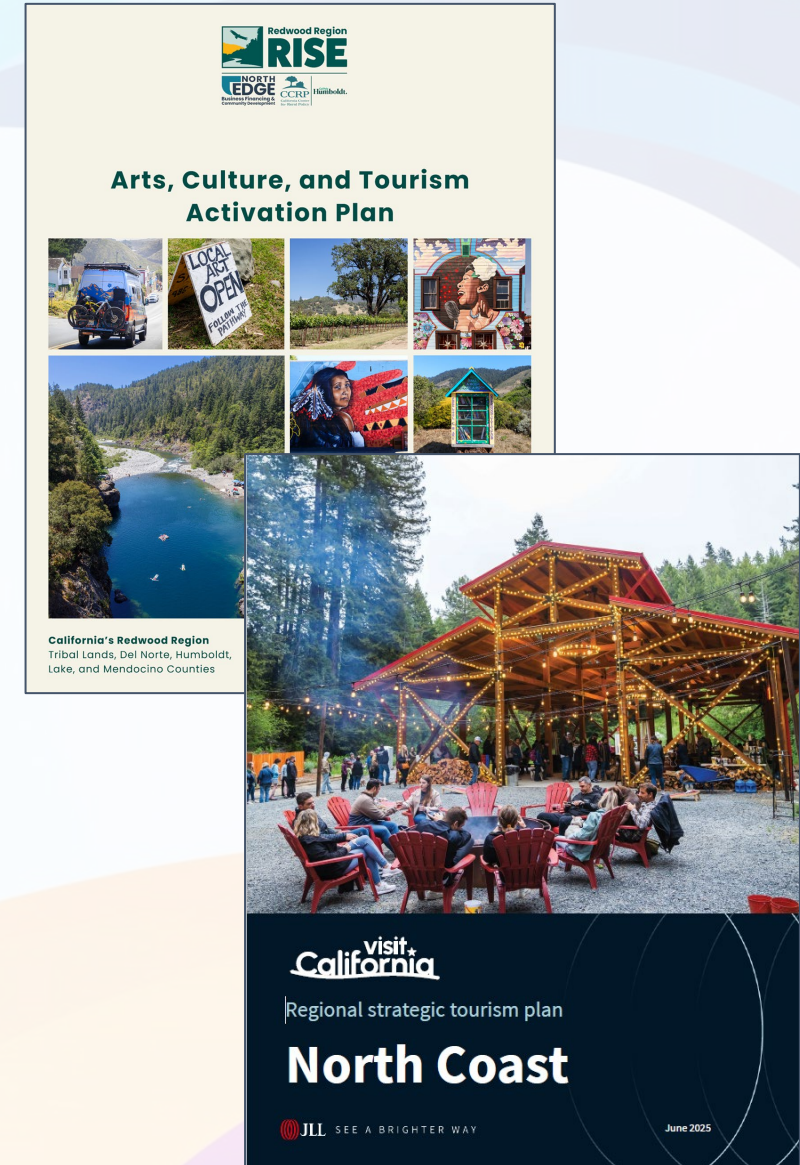
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III. Inter-regional Comparative Analysis

• Draft Survey Questions:

- *Please identify 1-3 of the most high-priority strategies and tactics in your region's Activation Plan.*
- *Please identify 1-3 of the most high-priority strategies in your region's Visit California Regional Strategic Tourism Plan.*
- *Please identify any connections or alignments between these identified strategies.*
- **Using the strategies with the strongest alignment between the Activation Plan and Tourism Plan, please identify 1-3 of the most significant obstacles/challenges to implementing these strategies.**
- **Using the strategies with the strongest alignment between the Activation Plan and Tourism Plan, please identify 1-3 of the most needed resources for successful implementation of these strategies.**



IV. Ray of Sunshine – Film/TV Tax Credit Expansion



THANKS FOR JOINING!

NEXT MEETING

September 5, 1:30 PM



Source: Visit California