

SIERRA WORKS

RECREATION & TOURISM PROJECTS IN THE SIERRAS



Working Group Survey Review & Breakout Meeting Agenda 4/17/25

1. Welcome & Housekeeping (Industry Sector Coordinators, John & Mat - 5 mins)
 - a. Land Acknowledgement
 - b. Process Overview and Timelines
 - c. Introduce Presenters and Team Working to Develop Activation Plan & Working Group
 - d. Meeting Preface/Disclaimer
 - e. Welcome Poll Questions to Develop Shared Understanding of Who is Participating
2. Goals of Today's Meeting #2 (Facilitator, Austin - 5 mins)
 - a. Meeting Preface/Disclaimer
 - b. Overview of Today's Discussion & Poll Objectives
 - c.
3. Review Results of Kick-Off Survey (Mat & Andie - 10 mins)
 - a. Here's what survey respondents said (display results, walk through comments of note)
 - b. Here's how we're using your responses to craft today's agenda - Focused Poll & Discussion Questions
4. Breakout Session Process Overview, Discussions & Report-Out: (Facilitator / Participants - 35 mins)
 - a. Overview of Breakout Group Process
 - b. Breakout Group Discussions / Possible Topics for Deep-Dive:
 - i. How would you facilitate better collaboration between tourism businesses and the film industry/film commissioners?
 - ii. What funding, capacity, and resources do you need to enhance cultural/arts-related investments to augment our tourist offerings?

- iii. Should we consider formally pooling our resources to create a fund to realize the projects we envision in the region? (Yes/No)
- iv. What new or improved regional wayfinding programs or interpretative opportunities including digital resources do you suggest?
- v. What new or improved regional event infrastructure do you need to positively impact recreation and tourism?
- vi. Should wildfire hardening efforts consider and/or benefit recreational resources? (YES/NO) If YES, What are the most important recreation resources to consider?
- vii. How do we bring more people into this working group and what resource sharing would you benefit from the most?
- viii. Survey indicated that there is interest in having developed recreational facilities while at the same time having more natural/undeveloped areas available. How do we promote a diverse array of recreational facilities while promoting and facilitating wilderness experience? Should developed recreational facilities be in close proximity to developed communities? (YES/NO) Should opportunities for more wilderness experiences be located farther away from developed communities?
- ix. What 2-3 words would you use to define sustainable recreation and tourism?
- x. How are you feeling about the future of sustainable recreation & tourism today?

c. Q&A from Discussion and Process

5. Wrap-Up / Next Steps (Facilitator - 5 mins):

- a. Review of Today's Outcomes
- b. Feedback on Process to be Shared
- c. Upcoming Meetings
 - i. July 2025