

# WELCOME!

## SIERRA WORKS



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SIERRA JOBS FIRST  
RECREATION & TOURISM

## WORKING GROUP MEETING



FEBRUARY MEETING

02/23/2026

THIS MEETING IS  
BEING RECORDED



# INDIGENOUS LAND ACKNOWLEDGEMENT

We acknowledge that the lands we live and work on across **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa Counties** are the ancestral homelands of many Indigenous peoples, including Miwok, Mono, Paiute, Shoshone, Washoe, Yokuts, and related Tribal Nations of the Sierra and Eastern Sierra.

These lands hold creation stories, sacred sites, and living cultural traditions that continue today, despite the impacts of colonization.

We offer this acknowledgment as an invitation to recognize these places as a living homeland, and to carry forward our shared responsibility to this land and its original stewards as we do this work together.



# WORKING GROUP LEADERSHIP TEAM



**Mathew Galvan**

Owner & Marketing Strategist  
Sierra Focus Media



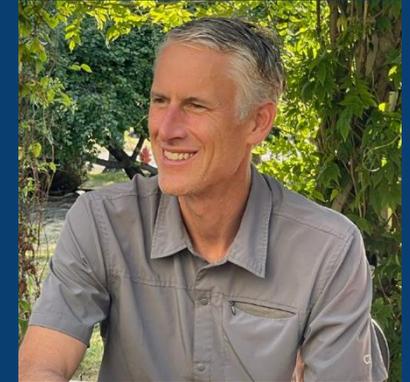
**Travis Nabahe**

Nabahe Global Group



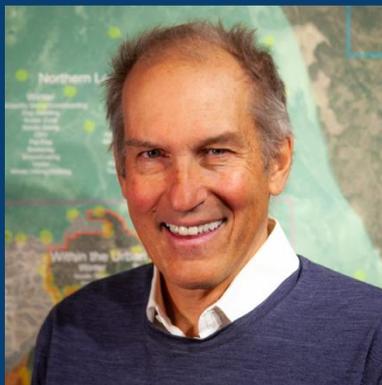
**Bill Keene**

President/CEO  
Climate Equity Solutions



**Austin McInerney**

Senior Facilitator  
Climate Equity Solutions



**John Wentworth**

CEO & Board President  
MLTPA



**Andie Stewart**

Research & Policy Analyst  
MLTPA



**Erin Murphy**

Operations Manager  
MLTPA



# GROUND RULES

1. Assume good will.
2. Listen with an open mind and take an active problem-solving approach.
3. Avoid editorials and engage with respect.
4. Use conversational courtesy.
5. Honor time and share the floor. Respond to polls as quickly as possible.
6. Appreciate humor, but not at others' expense.
7. Be honest and candid while treating each other with respect.
8. Think innovatively and welcome new ideas.
9. Please feel free to use the chat to share your ideas or any question you may have.



# SJF & SIERRA WORKS RECAP

California Jobs First, formerly known as CERF, is a statewide program that supports strategies that diversify local economies and develop projects & initiatives for all Californians. \$165m was distributed amongst 13 newly defined regions throughout the state.

SFM and MLTPA (Industry Coordinators appointed by the Sierra Business Council), have developed Sierra Works (sierraworks.org) to provide technical assistance to regional Recreation & Tourism projects in the Sierra Region.

## WHAT IS THIS WORKING GROUP?

The goal of this working group is to hear from Rec & Tourism stake holders doing the work on the ground and to stress-test the current strategies and tactics defined in the SJF Regional Strategic Plan.

Over the next several months, we will focus on different topics and, based on what we hear from you, develop the:

“Recommendations for Implementation and Collaborative Action”

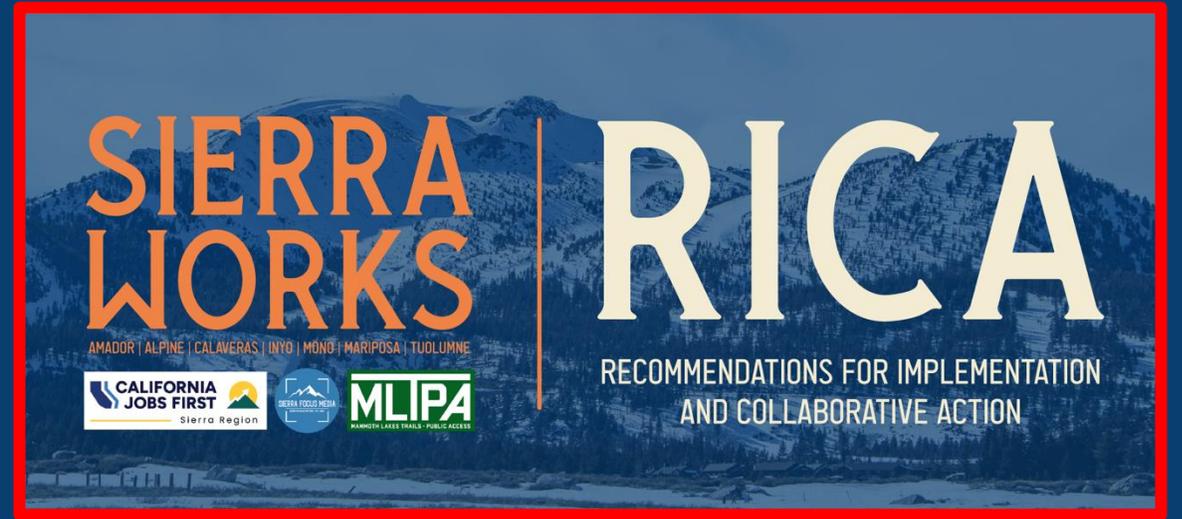
(RICA)



# WHAT WILL THE RICA DO FOR THE REGION?

## RECOMMENDATIONS FOR...

- IMPLEMENTATION
- COLLABORATIVE ACTION
- WHAT'S NEXT



# REMINDER TO TAKE THE SURVEY!



# MEETING #1 NOVEMBER 2025

## MEETING RECAP

### November Meeting Initial Recap:

Engaging with the topic of “Regional Governance,” the Working Group expressed desires for:

#### A Regional Information Sharing Body

- Invest in Strong Communication, Listening, and Convening and Facilitation Capacity
- Coordinate to Capitalize on Real Needs
- Build Relationships Throughout the Region



# MEETING #2 JANUARY 2026

## MEETING RECAP

### January Meeting Initial Recap:

“Asset Mapping” to highlight local strengths, the Working Group discussions revealed that we are:

#### Rich in Natural & Human Assets

- Invest in ground-up administrative capacity
- Invest in expeditors marrying State and Federal authorities through funding opportunities
- Invest in the people and the relationships that are our projects



# INTRODUCTION TO POLICY BARRIERS

**Strategy 1: Enhance access to sustainable recreation and tourism on public lands to expand economic opportunities by creating partnership agreements between local authorities and federal, state, and utility land managers.**

## ACTION STEP 1

Develop a regional governance structure consistent with partnership agreements to regularly convene land managers and regional partners to identify recreation and tourism needs and opportunities and serve as a forum for information sharing.

- a. Identify potential members and recruit for founding collaborative.
- b. Set meetings, draft charter, goals, and priorities.

## ACTION STEP 2

Through a regional collaborative governance structure consistent with partnership agreements, identify efficient pathways to create plans and establish policies to reflect regional priorities.

- a. Create regional sustainable recreation plans by identifying assets, gaps, partners, and implementation strategies with land managers.
- b. Prioritize tribal engagement.
- c. Attract and develop partnerships with recreation/entertainment/resort organizations, including the California Outdoor Recreation Partnership.
- d. Work with the film industry and local film commissioners/visitor bureaus.



Regional Strategic Plan – pg. 76



# INTRODUCTION TO POLICY BARRIERS

**Strategy 3: Diversify and leverage the region's recreation economy with tourism events, amenities, and attractions focused on the unique histories, arts, and cultures of the region's communities and establish new business opportunities in related industries.**

## ACTION STEP 1

Invest in tourism assets and amenities beyond outdoor recreation that increase the region's overall attractiveness and identity as a destination, especially small businesses, arts/culture institutions and events, and local food systems and agritourism, in coordination with regional collaborative governance as needed.

- a. Assess capital investment plans for local governments, recreation districts, and the private sector and prioritize investment projects.
- b. Determine the potential for regional, collaborative investments to strengthen funding applications and determine if a regional master plan is necessary.**
- c. Conduct feasibility studies on prioritized projects, identify potential funding sources, and plan for implementation.
- d. Ensure long-term sustainable funding is considered for the ongoing maintenance of assets, support for management, and preparation of communities for greater visitation.



Regional Strategic Plan – pg. 78



# INTRODUCTION TO POLICY BARRIERS

**Strategy 4: Build resiliency in the recreation and tourism industries to withstand climate impacts and catastrophic events.**

## **ACTION STEP 1**

Create an implementation plan to mitigate the impacts of climate change on recreation and tourism industries by leveraging SRTI's A Changing Climate Vulnerability in California's Eastern Sierra and SBC's Sierra Nevada Vulnerability Assessment to inform policy, governance, and investment priorities. Determine available data and existing plans, update as necessary

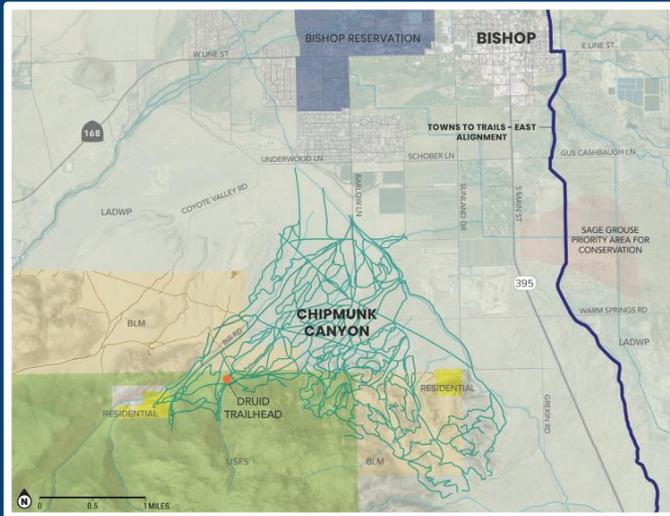
- a.** Create an implementation plan for climate mitigation based on existing plans.
- b.** Build capacity for implementation and environmental monitoring of climate adaptation and mitigation initiatives.
- c.** Identify agency needs and budget with respect to environmental monitoring of climate adaptation initiatives.
- d.** Perform workforce assessment to address agency needs.
- e.** Identify lead contractors to pursue work and collaborate on work proposals.
- f.** Support on-the-ground fire hardening for local communities by investing in and expanding local resource conservation districts, fire-safe councils, and fire departments.



Regional Strategic Plan – pg. 79

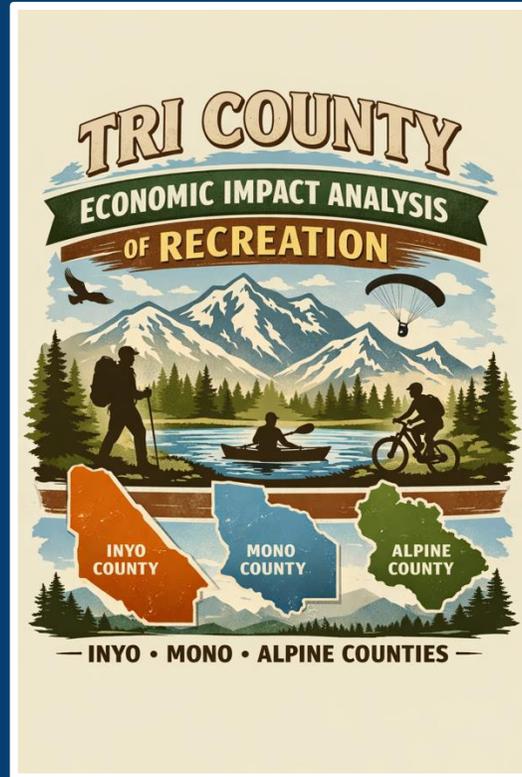


# PROJECT PRESENTATIONS & INTERVIEWS



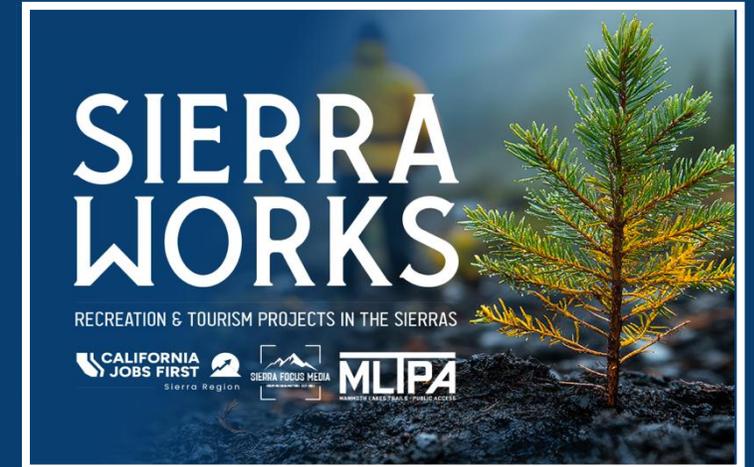
Chipmunk Canyon Trails Existing Conditions Analysis

Elaine Kabala; ESCOG



Tri-County Economic Impact Analysis of Recreation in Inyo, Mono, and Alpine Counties

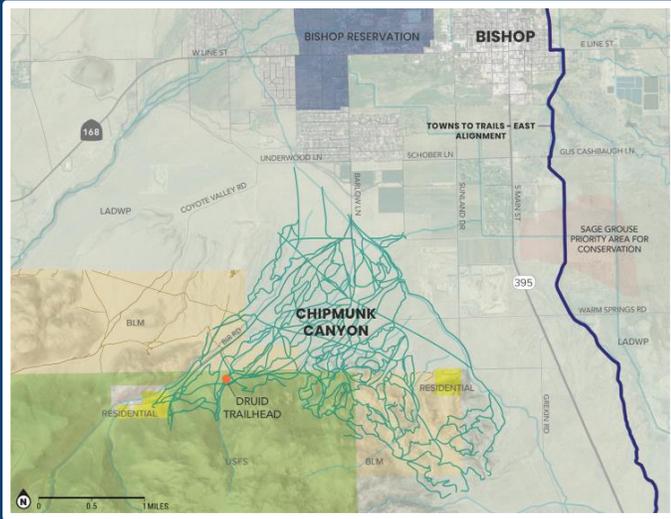
JT Chevallier; Alpine County



Andie Stewart; MLTPA



# CHIPMUNK CANYON TRAILS EXISTING CONDITIONS ANALYSIS



Elaine Kabala  
ESCOG

## Project Description:

- This project will lay the groundwork to ensure Chipmunk Canyon is a well-managed, ecologically responsible trail system that reflects the needs of nearby communities. With input from local residents, Tribes, and public land agencies, the plan will identify where and how recreation can happen responsibly.

## Partners:

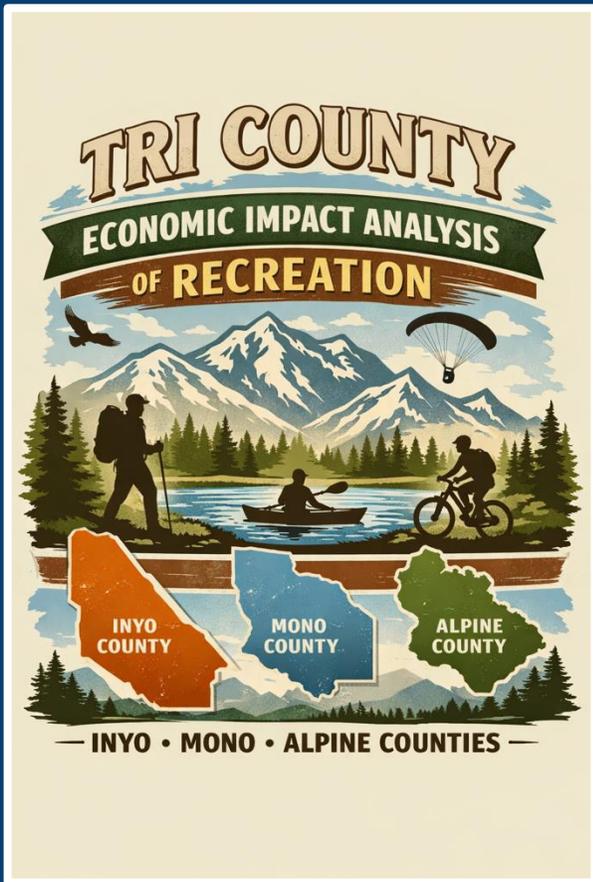
- USFS
- BLM
- Tribal Partners
- Inyo County
- LADWP
- City of Bishop

## Counties:

- Inyo



# TRI-COUNTY ECONOMIC IMPACT ANALYSIS OF RECREATION



JT Chevallier  
Alpine County

## Project Description:

- This project aims to conduct a comprehensive Economic Impact Study to guide sustainable recreation management and development in Inyo, Mono, and Alpine Counties. The study will analyze recreational patterns, assess cost-benefit impacts, and provide actionable recommendations to optimize resource use while balancing economic, ecological, and community benefits.

## Partners:

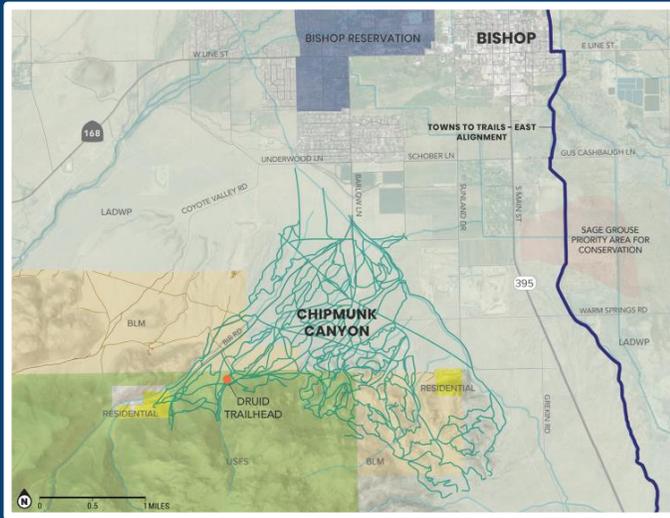
- Alpine County
- Mono County
- Inyo County
- ESCOG

## Counties:

- Alpine
- Mono
- Inyo

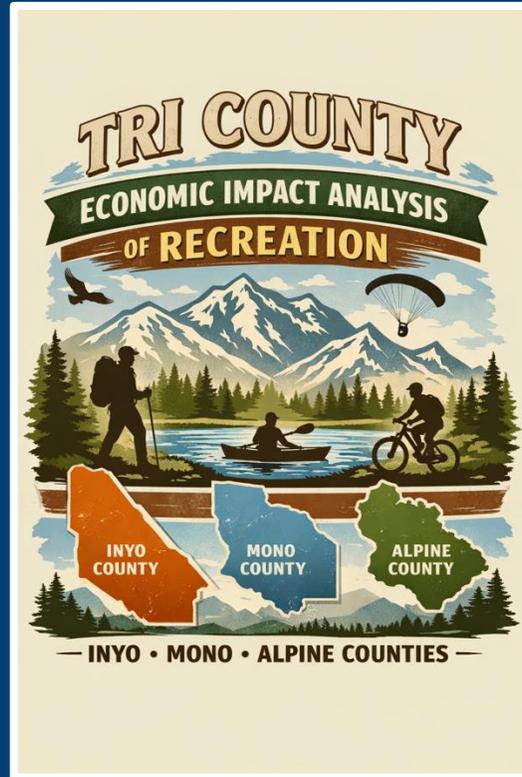


# PROJECT PRESENTATIONS & INTERVIEWS



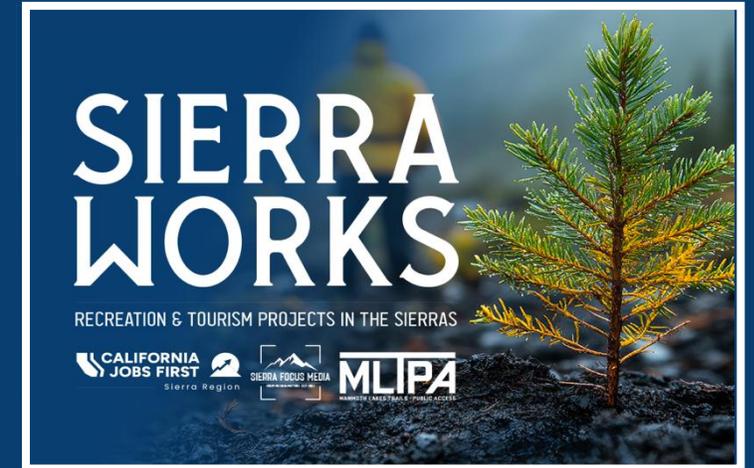
Chipmunk Canyon Trails Existing Conditions Analysis

Elaine Kabala; ESCOG



Tri-County Economic Impact Analysis of Recreation in Inyo, Mono, and Alpine Counties

JT Chevallier; Alpine County



Andie Stewart; MLTPA



# FEATURED PROJECT Q & A



# GUIDED QUESTIONS OVERVIEW

We have three group questions, and we'll be offering scenarios and then posing questions to understand from YOU (the audience) what policy barriers might keep these projects from moving forward.

Please raise your hand 🖐️ or drop feedback in the chat to be collected.



# GUIDED QUESTION #1

**Scenario:** A regional economic study shows that, in a specific location managed by a federal partner, trail running and dispersed glamping will generate five times more revenue for the local tax base than traditional camping. The community now has clear and actionable data on recreational opportunities to boost their local economy.

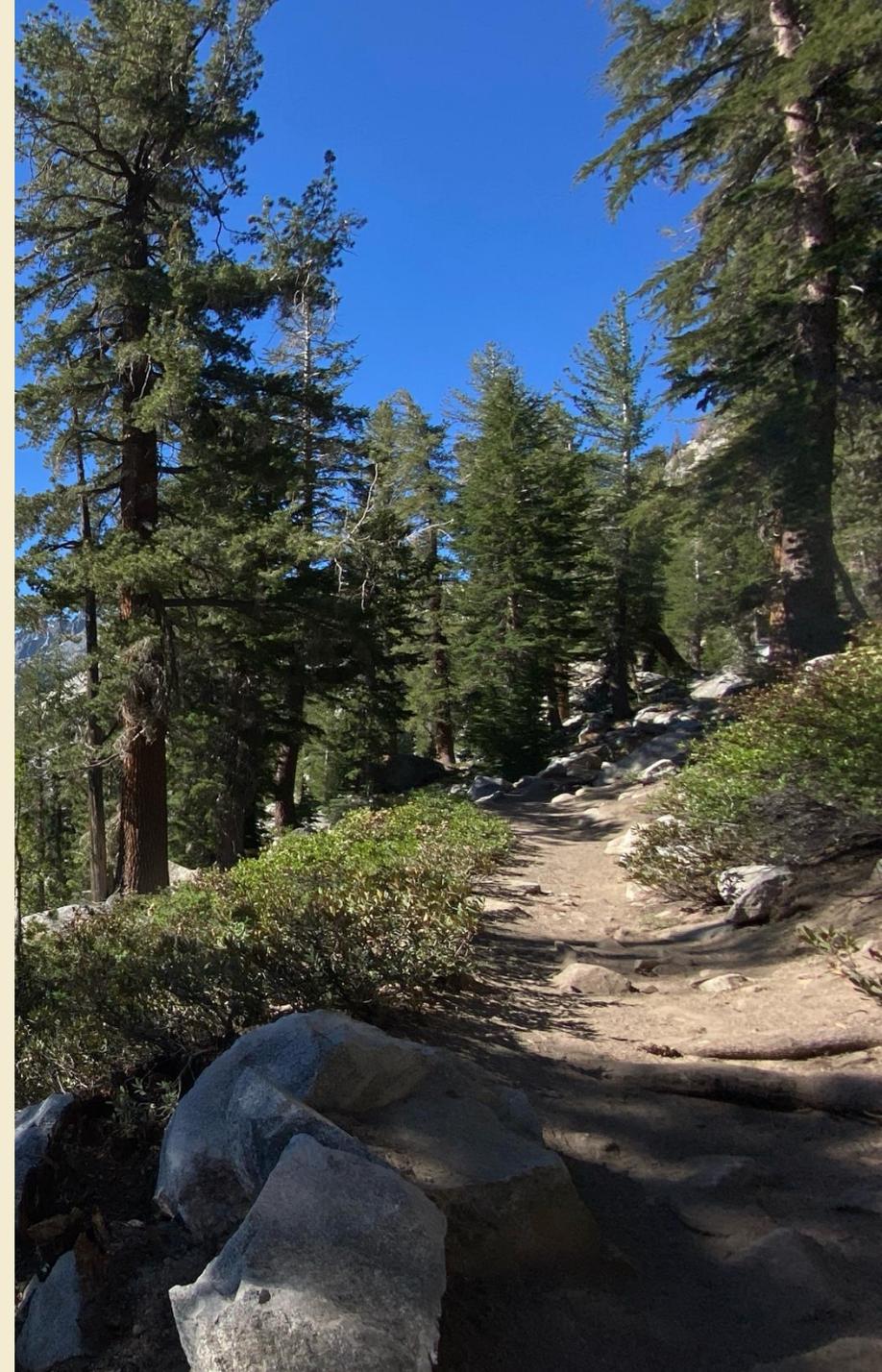
**Question:** How does the community leverage this new data to effectively overcome policy barriers while ensuring that local investment isn't sidelined by federal capacity issues? What tools might be used — a Special District, a Shared Stewardship Agreement, an Arts Alliance, a Business Improvement District? Patience, persistence, and legal expertise?



# GUIDED QUESTION #2

**Scenario:** There is a well loved local trail system that attracts a lot of visitation and lacks signage. A local volunteer group has raised \$200k to restore a trail that crosses 2 different federal jurisdictions, ending at a County-maintained trailhead.

**Question:** What are the policy barriers (from your experience) that might prevent this project from moving forward in the next 12 months? (e.g. *Do we have a mechanism or entity to fund work or lead stewardship efforts that crosses multiple jurisdictions?*)





# GUIDED QUESTION #3

**Scenario:** A coalition of downtown businesses, artists, and a local nonprofit has secured \$350k to activate a vacant historic block through façade improvements, public art, live performance space, and extended-hours programming. The project spans city-owned sidewalks, privately owned buildings, and a state highway corridor running through downtown.

**Question:** What policy barriers - specific approvals, regulations, or interagency coordination requirements - would most likely delay or stop this project altogether and where does this type of process typically break down?

# WRAP-UP & NEXT STEPS

- Please e-mail [sjadmin@mltpa.org](mailto:sjadmin@mltpa.org) for:
  - Any lingering questions
  - To provide contact information for someone who should be included in this effort.
- Stay tuned for:
  - A recap email with consolidated breakout discussions for review and/or additions.
- Our next Meeting:
  - **March 16<sup>th</sup>**: We will cover the topic of "Regional Branding & Finance"



# SIERRA WORKS

THANK YOU FOR COMING



Next Meeting:  
March 16, 2026

“Regional Branding & Finance”

Next Month's Feature Projects:

Mat Galvan; Sierra Focus Media; Sierra Sourced

&

Andy Carter; TCTC; Gold Rush Path