

# WELCOME!

## SIERRA WORKS



# SIERRA WORKS

SIERRA JOBS FIRST  
RECREATION & TOURISM

## WORKING GROUP MEETING



JUNE – ARTS, CULTURE,  
PLACEMAKING

06/15/2026

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.

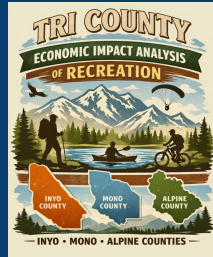


Photo credit: Travis Nabahe

# 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.





# MEETING RECAPS

## Workforce Development

- *May 18th*

## Climate Resiliency

- *April 20th*

## Regional Identity and Funding

- *March 16th*

## Policy Barriers

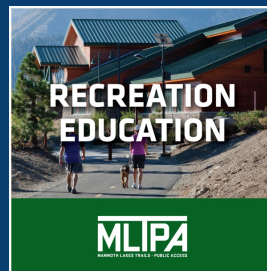
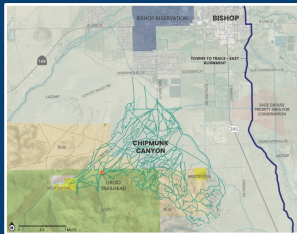
- *February 23rd*

## Asset Mapping

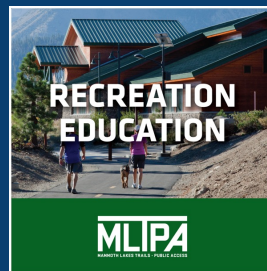
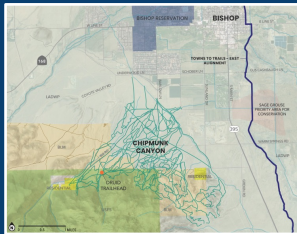
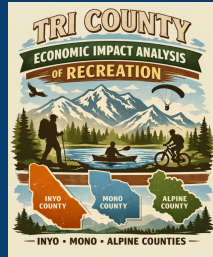
- *January 20th*

## Regional Governance

- *November 17th*



# MEETING RECAPS



## Recreation & Tourism Working Group Meeting Recaps

Updated: March 19th, 2026

### Regional Identity and Funding March 16th

#### Presenting Projects:

- [Sierra Sourced: Tuolumne County Chamber](#)
- [Gold Rush Path: Tuolumne County Transportation Commission](#)

#### High Level Recap

- Participants zeroed in on how to actually move projects from idea to reality, tying funding strategies to a stronger regional identity.
- Funding does not line up cleanly with local needs, and even when it does, long-term maintenance money and lack of capacity
- Participants zeroed in on how to actually move projects from idea to reality, tying funding strategies to a stronger regional identity.

#### Actions for Capacity and Advocacy:

- Utilize consultants, non-profit developers, and fiscal agents to help backfill where public agencies might be understaffed
- Partner with entities like Career Nexus and local community colleges to train and hire locally based staff for recreation and tourism
- Leverage the region's role as a primary water provider into an identity that resonates with

#### Immediate Priorities:

- Develop standard protocols that allow prioritized projects to streamline work to nimble non-profit entities when necessary.
- Deploy asymmetrical capacity by pre-vetting a roster of consultants, contractors, and non-profit developers who can backfill for public agencies or sustain projects during reimbursement periods.
- Scaling sustainable recreation tours for legislators to advocate for capacity building.
- Determine who is best positioned to raise the region's voice at the state level.
- Integrate a general resource narrative which connects the Sierra's health to CA's urban centers.

#### Tensions That Must Be Addressed:

- Balancing the need for a unified regional identity without losing the uniqueness of local spaces.
- Addressing the risk that a regional model may favor jurisdictions that already have the most capacity or population, leaving disinvested or less populous communities behind.
- Bridge the gap between how residents define place-based work versus how visitors and legislators perceive the region (brand-based).

To see all meeting materials, the full recording, and original comments gathered from Working Group Participants on March 16th [visit the website](#).



# RICA FEEDBACK



## RICA Draft Review

Please provide your feedback on these draft Recommendations for Implementation & Collaborative Action (RICA) for the Sustainable Outdoor Recreation and Tourism Sector in the Sierra Region of the California Jobs First initiative.

These recommendations have been compiled from the Sierra Works/Jobs First "Sustainable Recreation & Tourism Working Group" convenings from November 2025 through June 2026.

**Don't Miss Out:** Please share your feedback using a desktop machine for the best experience! You're going to miss out if you just use your phone.

**Have Fun!** We think this will take about *20 minutes* of your time to share your golden insights.

[Start](#)

**\*Comment Period\***

**June 19 - July 6th**

## GOAL # 1

Fund a Regional Info-Sharing Entity That Facilitates Implementation

## GOAL # 2

Address Barriers that Obstruct Project Implementation

## GOAL # 3

Build a Year-Round, Equitable, Career-Focused Recreation Workforce

## GOAL # 4

Regional Resilience and Adaptation to Climate Change

# HOW THIS TRANSLATES TO THE RICA

Each policy recommendation in the RICA is expressed in the following structure:



*California Natural Resources Secretary Wade Crowfoot at the Jobs First "Symposium of Practice" – April 23, 2026*

The (AGENCY) will (ACTION) through (MECHANISM) to achieve (OUTCOME).

- *Agency = who owns the action*
- *Action = what the agency will do*
- *Mechanism = policy, funding, program, pilot, etc.*
- *Outcome = what changes or results*

*"The state of California's funding agencies will fund, through their grant programs, a regional information-sharing and project facilitation entity to expedite project implementation."*



# RICA FEEDBACK

## GOAL #1

### Fund a Regional Info-Sharing Entity That Facilitates Implementation

"Fund a reliable regional entity for the seven-county recreation and tourism network to share information of relevance and broker opportunities between federal agencies, local governments, counties, and community-based practitioners that will advance the interests of the Region's Sustainable Recreation and Tourism sector."

Do you support Goal #1? \*

Strongly Support

Support

Do Not Support

Strongly Do Not Support

There are four "Goals" that you will be asked to rate from:

*"Strongly Support"*

to

*"Strongly Do Not Support"*

# RICA FEEDBACK

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There are four "Goals" that you will be asked to rate from:

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# RICA FEEDBACK

Each "Goal" has 4-9 "Action Steps" that you will be asked to rate from:

*"Strongly Support"*

to

*"Strongly Do Not Support"*

You will also be able to provide written feedback for each "Action Step".

**Action Step #1:**

**Regional Information-Sharing and Project Facilitation Entities**

The state of California, through its relevant agencies and their grant programs, will fund regional information-sharing entities to support collaboration, project development, and implementation.

Do you support Action Step #1? \*

Strongly Support

Support

Do Not Support

Strongly Do Not Support

Feedback for Action Step #1

Optional



# RICA FEEDBACK

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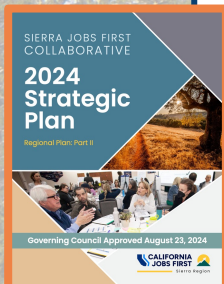
# INTRODUCTION TO ARTS, CULTURE & PLACEMAKING

**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. 79



# INTRODUCTION TO ARTS, CULTURE & PLACEMAKING

**Strategy 2: Promote sustainable tourism for the region's recreation economy based on the agreed-upon values of partners.**

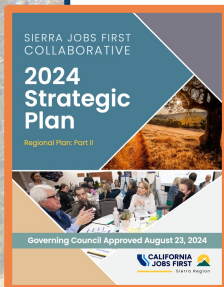
## **ACTION STEP 1**

Develop visitor management plans, including **regional branding and marketing**. Work with regional destination marketing organizations (DMOs) and regional collaborative governance partners to develop visitor management, branding, and marketing strategies.

**a.** Perform regional gap analysis on needs to advance strategy and identify strengths to leverage and weaknesses to address.

**b.** Leverage TakeCareSierra.org's efforts for communications and education.

**c.** Work with regional DMOs and collaborative governance partners to develop and promote regional tourism, including establishing regional branding, tourism itineraries, and destination and event promotion.



Regional Strategic Plan – pg. 79

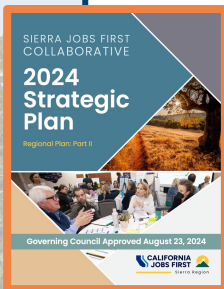


# INTRODUCTION TO ARTS, CULTURE & PLACEMAKING

**Strategy 2: Promote sustainable tourism for the region's recreation economy based on the agreed-upon values of partners.**

## **ACTION STEP 3**

- a. Build regional lifestyle and business brand identity.**
- b. Identify opportunities to expand, attract, and retain recreation and tourism-supporting businesses that align with regional lifestyle/business branding, including gear and clothing manufacturers, outdoor guides, cultural tourism, agricultural companies, artists, resort operations, gear shops, and high-altitude training centers, in coordination with regional collaborative governance as needed.**



Regional Strategic Plan – pg. 79



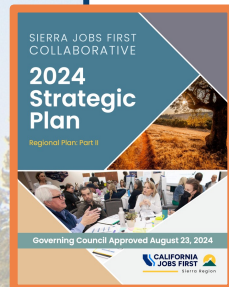
# INTRODUCTION TO ARTS, CULTURE & PLACEMAKING

**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 3**

Reinforce regional connection through visitor infrastructure. Develop regionally consistent locally branded wayfinding programs to direct visitors to recreation and tourism amenities in coordination with regional collaborative governance as needed.

- a.** Inventory wayfinding needs and prioritize installation locations.
- b.** Identify a designer to work on branding.
- c.** Source funding to support the project.



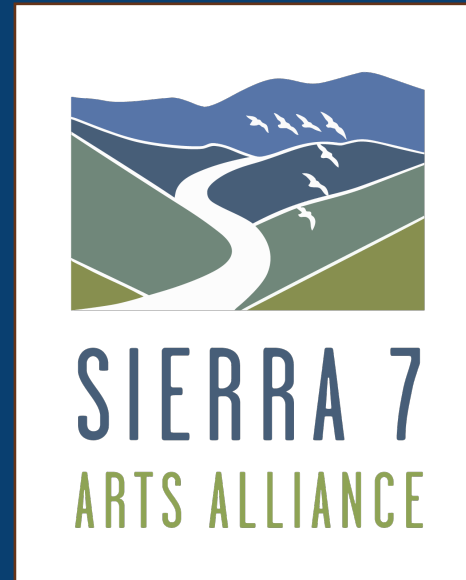
Regional Strategic Plan – pg. 79



# PROJECT PRESENTATIONS & INTERVIEWS



**TOWNS TO TRAILS WEST**  
Dillon Osleger



**SIERRA 7 ARTS ALLIANCE**  
Naomi Hart Johnson



**INDUSTRY SECTOR COORDINATOR**  
Andie Stewart





# SIERRA SEVEN ARTS ALLIANCE – FROM HERE TO THERE

 SIERRA 7 ARTS ALLIANCE  
*from* **HERE**  
*to* **THERE**  
 A REGIONAL TOURING EXHIBITION



## NEXT STOPS:

### Amador/Calaveras:

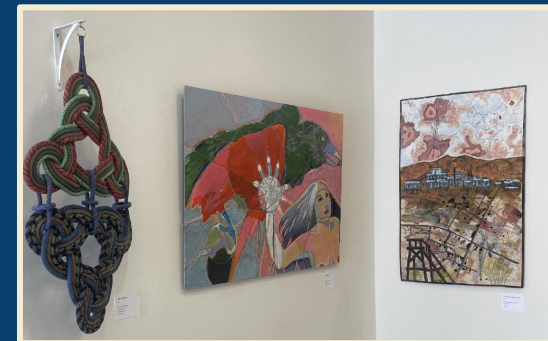
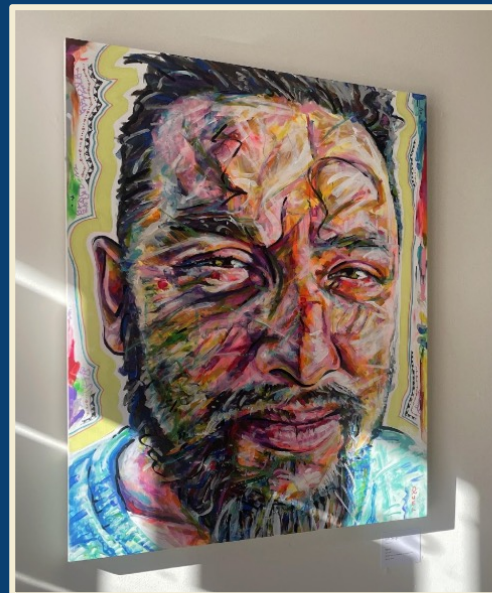
June 12 – July 10

### Alpine County:

July 17 – Aug 14

### Tuolumne County:

Aug 21 – Sept 18



EXHIBITION MAPS



REGIONAL VIEW

STATE VIEW

DATES / VENUES

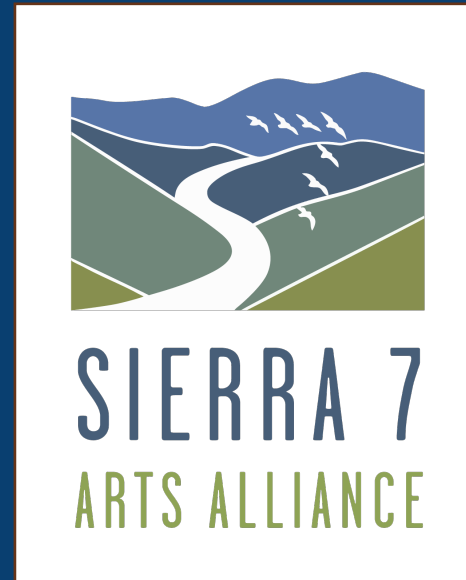
- 1 INYO FEB. 20 - MAR. 20**  
 C5 Studios: 210 S Warren Street, Bishop AND  
 Inyo Council for the Arts: 150 Willow Street, Bishop
- 2 MONO MAR. 27 - APR. 24**  
 Mono Arts Council: 501 Old Mammoth Road, #5, Mammoth Lakes
- 3 MARIPOSA MAY 8 - JUNE 5**  
 Mariposa Arts Council: 5009 CA-140, Mariposa
- 4 AMADOR/CALAVERAS JUNE 12 - JULY 10**  
 Calaveras County Arts Council: 22 Main St, San Andreas
- 5 ALPINE JULY 17 - AUG. 14**  
 Alpine County Administration Building: 99 Water Street, Markleeville
- 6 TUOLUMNE AUG. 21 - SEPT. 18**  
 Chakachi-no Learning Center: 18141 Main Street, Jamestown

Photo credits: C5 Studios

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# POLL QUESTIONS



# GUIDED QUESTIONS OVERVIEW

We have three questions to explore now with the desire to understand and learn from YOU how to address arts, culture & placemaking challenges and opportunities and to ensure that recreation and tourism projects advance as expeditiously as possible.

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





# GUIDED QUESTION #1

Think of a place in your community where arts, culture, or storytelling makes the place better.

What is it and what makes it work?

# GUIDED QUESTION #2

Now think of a place where arts, culture, and placemaking is missing and you wish that it weren't.

What would change if that gap were filled?





# GUIDED QUESTION #3

What does a healthy placemaking strategy need in this region that doesn't exist today?

Lingering questions?

Please e-mail:

[sjfadmin@mltpa.org](mailto:sjfadmin@mltpa.org)

# UPCOMING DATES

- JUNE 19<sup>TH</sup> – JULY 6<sup>TH</sup>

RICA Feedback Sent for Review & Comment

- JULY 20<sup>TH</sup> \*FINAL MEETING\*

RICA Review Meeting



# REMINDER!

The RICA Feedback Form will be sent on June 19<sup>th</sup> from Sierra Works!



# THANK YOU FOR COMING



## Next Meeting:

**July 20<sup>th</sup>, 2026**

# FINAL MEETING! RICA REVIEW