

**Sierra Jobs First
Sustainable Recreation & Tourism Working Group
Draft Agenda: Meeting #4
Regional Branding & Finance**

March 16, 2026

Featured Projects:

[Gold Rush Path](#)

[Sierra Sourced](#)

- 1. 3:30 - 3:35 Welcome & Introductions**
 - a. Welcome!
 - b. Land acknowledgement
 - c. What is this effort? Introduction to SJF and Sustainable Recreation & Tourism
 - d. What does the RICA do for the region?
 - e. Meeting agreements
 - f. Introductions of presenters and attendees in chat

- 2. 3:35 - 3:40 November, January, and February Meeting Recap**
 - a. November Meeting Recap
 - b. January Meeting Recap
 - c. February Meeting Recap

- 3. 3:40 - 3:45 What is “Regional Identity & Project Financing” and why are we here today?**
 - a. RSP definition of “Regional Identity” and “Project Financing”: Overview of [page 76 in Regional Strategic Plan](#)
 - b. Poll Questions

- 4. 3:45 - 4:00 Project Presentations & Interviews**
 - a. Featured Projects:**
 - i. Gold Rush Path; Tuolumne County Transportation Council (TCTC); Andy Carter
 - ii. Sierra Sourced; Tuolumne County Chamber of Commerce; Mathew Galvan

- 5. 4:00 - 4:05 Project Questions**

- 6. 4:05 - 4:50 Guided Conversation**

- 7. 4:50 - 5:00 Closing Polls, Meeting Wrap-Up & Next Steps**