

SIERRA WORKS

SIERRA JOBS FIRST
RECREATION & TOURISM

WORKING GROUP MEETING



NOVEMBER MEETING

11/17/2025

THIS MEETING IS
BEING RECORDED



We acknowledge that the lands we live, work, and gather on—including the counties of **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa**—are the ancestral homelands of many Indigenous peoples who have stewarded these places since time immemorial. **These lands hold creation stories, sacred sites, and cultural lifeways of Tribal Nations** who were displaced, harmed, or erased through colonization—and who continue to remain rooted and resilient here today.

Tribes with ties to this region include, but are not limited to, the Miwok (including Central Sierra, Plains, and Southern Sierra bands), Mono/Monache, Kutzadika’a (Mono Lake Paiute), Nüümü (Owens Valley Paiute), Newe (Western Shoshone), Washoe, Yokuts, Utu Utu Gwaitu Paiute, Timbi-Sha Shoshone, and Ahwahnechee. These communities, both federally recognized and non-federally recognized, carry forward living traditions, languages, and relationships with the land.

In the Eastern Sierra, the Nüümü word Payahuunadü—“The Place Where Water Flows”—and Pamidu Toiyabe—“Western Mountains”—remind us that these places are not just landscapes, but homes, histories, and sources of life and meaning.

This acknowledgment is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.



WHAT IS SIERRA WORKS?

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.

WHAT IS THIS WORKING GROUP?

The goal of this working group is to hear from you and from projects on the ground operating in the Recreation & Tourism sector to stress-test the current strategies and tactics defined in the 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)

These will be recommendations on how to build on the work done so far and carry it forward to align with future funding opportunities.



MEETING AGENDA

1. Welcome / Land Acknowledgement / Presenters (2 mins)
2. Who's Participating Today & Poll Questions (3 mins)
3. Introduction to Regional Governance (10 mins)
4. Project Presentations & Interviews (20 mins)
5. Breakout Group Overview and Discussion Rounds (45 mins)
6. Breakout Group Report Outs (5 mins)
7. Wrap-Up / Next Steps (5 mins)

REMEMBER THE GROUND RULES



WORKING GROUP LEADERSHIP TEAM



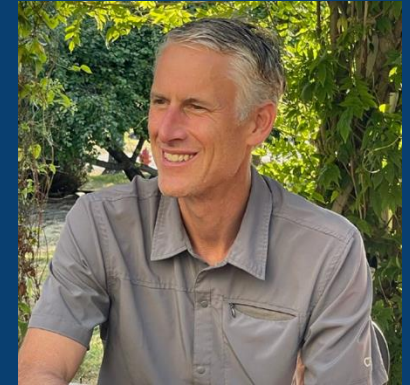
Mathew Galvan
Owner & Marketing Strategist
Sierra Focus Media



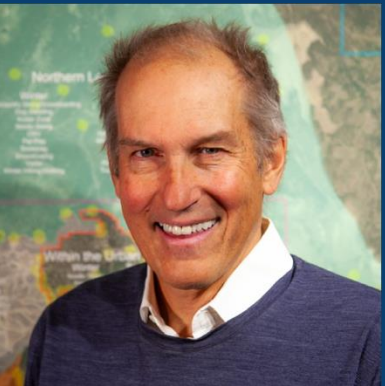
Travis Nabahe
Nabahe Global Group



Bill Keene
President/CEO
Climate Equity Solutions



Austin McNerny
Senior Facilitator
Climate Equity Solutions



John Wentworth
CEO & Board President
MLTPA



Andie Stewart
Research & Policy Analyst
MLTPA



Chelsea Taylor
Comms Program Manager
MLTPA



Erin Murphy
Operations Manager
MLTPA



WHO'S PARTICIPATING?

1. Please add your name and organization into chat and share something attendees would be surprised to know about you.
2. Answer the poll questions....



INTRODUCTION TO REGIONAL GOVERNANCE

Chapter 4

Foundational Element

Sustainable Recreation & Tourism

Strategy 1

Public Lands Partnership Agreements

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.

Regional Strategic Plan – pg. 76



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.

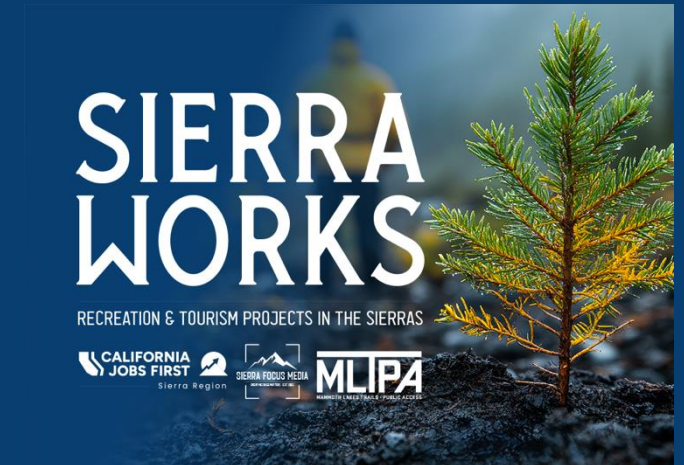
PROJECT PRESENTATIONS & INTERVIEWS



John Wentworth
MLTPA & ESSRP



Elaine Kabala
Regional Collaborative



Practitioners &
Stakeholders



BREAKOUT GROUP OVERVIEW

We are utilizing this time to brainstorm; no decisions are being made.

You have been assigned to the breakout rooms to ensure mixed representation and to expedite the process.

Each breakout room will have a facilitator and notetaker and they will guide review and help capture your input if needed.

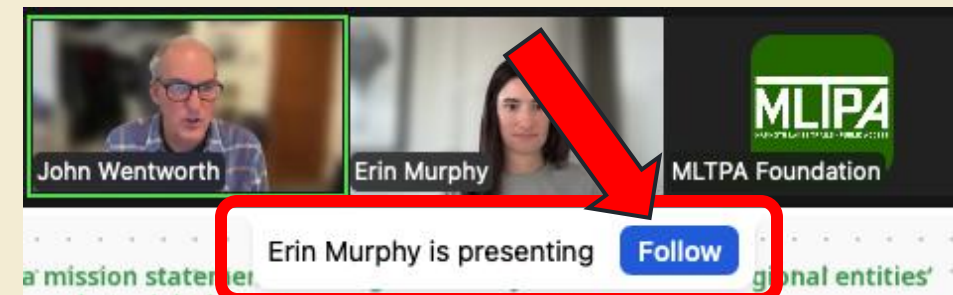
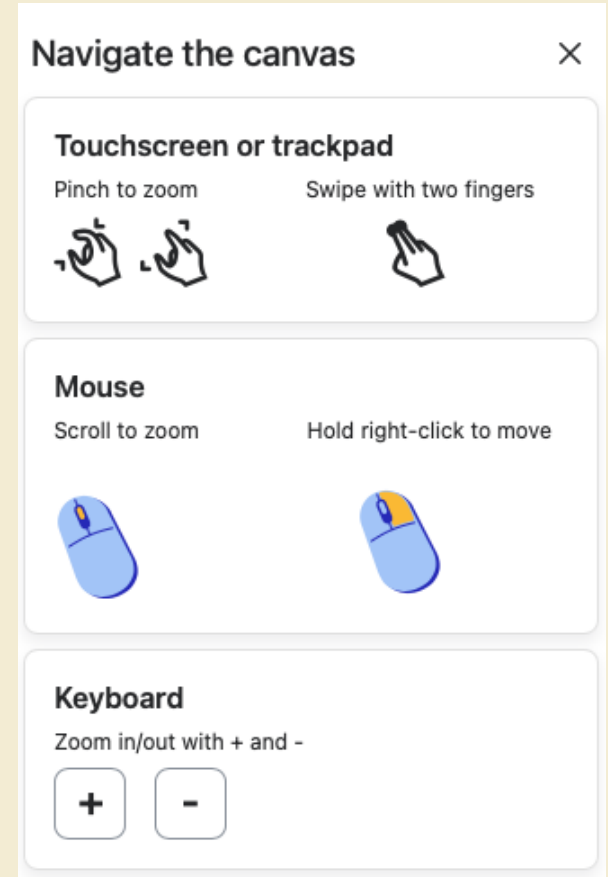
Each group will utilize a shared whiteboard to record ideas.

Stay focused on the conversation.

Time is limited so please be succinct when contributing.

20 mins for each round; 2 rounds. You will be moved automatically between groups.

Each room will succinctly summarize their discussions when we reconvene, and everyone will have an opportunity to comment and add to the ideas generated in the rooms they did not initially participate in.



BREAKOUT GROUPS

Room 1: Does it make sense to draft a mission statement for a regional entity or several 'regional entities' and, if so, what might be in that mission statement?

Room 2: How might a "regional recreation entity" play a role in expediting project development, with each or any of the following: Federal government, state government, county government, and/or local government.

Room 3: Based on what you've heard from the two projects, how should the recreation/tourism sector work with tribes to partner/move forward with work in this region?

Room 4: What are the most important and practical components of a regional recreation and tourism governance structure to most benefit the sector?



REFLECTIONS ON THE BREAKOUT GROUP DISCUSSIONS

- Room 1: *Regional Recreation Governance Entity Mission Statement*
- Room 2: *Local Government Engagement Ideas & Strategies*
- Room 3: *Tribal & NGO/Non-Profit Engagement Ideas & Strategies*
- Room 4: *Components of a Regional Recreation and Tourism Governance Structure*



WRAP-UP & NEXT STEPS

- Please e-mail sjfadmin@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:
 - **January 20th** we will dive into “Inventory & Asset Mapping”



SIERRA WORKS

THANK YOU FOR COMING



Next Meeting:

January 20, 2026