

QUESTION #1:

How will climate change impact the work your project or organization is doing for recreation & tourism in our tourism-dependent communities?

Bradley Booker - shifting focus on how they present and collect data, and how they partner, to get that to help fund their work. Rural area and they are fighting to build things in the community. Incorporating mental health and public health connection in their work.

Kristy Williams - having to move campsites further from rivers; considering timing of campgrounds given early melting of snows; switch from one campground to another due to erosion from river flows; very real climate impacts.

Matt Galvan - climate change affects seasonality; is it affecting DMOs based on these changes; where is it creeping up.

Amariah - Visit Tuolumne - seeing a decline in TOT tax; down a \$100k in last quarter; not having a winter is a challenge; Dodge Ridge cutting summer activities due to poor winter; we are re-shifting the messaging to help attract and promote our area as year round recreation; promoting sustainability; challenging with big storms -- community members are asking DMOs to not invite people up during dangerous conditions; looking at how to re-frame our messaging; still important to support our businesses, but need to have folks come up in a safe manner.

Betsy Truax - have to educate visitors due to large storms; dangerous conditions.

At Mammoth Lakes Tourism we continue to be nimble in our messaging around available activities, responsible recreation/stewardship, etc. as we are both promoting outdoor recreation and educating visitors and weather impacts make a huge difference in what may or may not be available.

Driving home message of being courteous, kind and good stewards.

Cathy Gallino - we should also include low impact camping areas Calaveras is considering whether to develop an ordinance

Laurie Livingston - Creative ReUse: I think more than anything, we feel the pressure of being able to contribute to building a structure of awareness that can change the culture of extraction and manufacturing. We need to contribute to— and build a circular economy that engages everyone in the care of our environment.

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QUESTION #2:

How have you been creative in utilizing climate funding and climate-related initiatives?

Kathy Gallino - lots of trees down during March storms; local state of emergency; local resources are taxed during these events, and capacity is strained;

Sarah Winters - Not climate funds, but pivoting marketing dollars to need periods (spring/summer or non-peak winter times) - and are expanding campaigns to drive visitation outside of traditional sightseeing/activities in hopes that this brand awareness will create a more year round approach as we deal with lack of snow

Amariah - **This is some of the messaging that VTC implements for Q1**

Demand Management

- Promote shoulder seasons, midweek travel, and lesser-known areas

Visitor Education

- Expand "Know Before You Go" (weather, fire, safety, preparedness)
- **Resilient Messaging**
- Shift from "destination selling" to **experience framing + adaptability**
- **Partner Support**
- Help businesses adapt offerings (e.g., year-round experiences, indoor options)
- **Sustainability Positioning**

Megan Fiske - Fire hardened trails; leverage other activities and activities to get funds in.

Larry Pace - We are trying to link food system work, gleaning, composting, market development, GIS coordination, and community-oriented food processing into one rural resilience strategy rather than treating them as separate efforts. Through these activities, and through partner farm experimentation, we will help steer local producers, including home growers, toward more climate-resilient practices and crop choices so the quality, diversity, and quantity of locally grown food available to the community and to agritourism are maximized under the changing environmental conditions.

Dillon Osleger - advocacy needs; climate funding needs to come back to recreation benefits; American Whitewater critical of PGE on their efforts to create LLC that impacts recreation.

Amariah - We utilize Coop opportunities like with Visit CA for sustainability efforts and driving off peak travel to our area. Know before you go initiatives etc. encouraging packages with other businesses and encouraging alternative travel like YARTS

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QUESTION #3:

What do you need from the state of California and/or local governments in order to implement climate resiliency measures in your work?

Elaine Kabala - Recognition of outdoor rec and tourism as economic drivers in rural communities

Kathy Gallino - State money and local resources and capacity; we are finishing our Climate Resiliency Plan that could be utilized by other entities

Matt Galvan - echoes this statement

Larry Pace - We need flexible funding and technical support that recognize rural reality (high, very hot, very dry, cold), where resilience often depends on coordinating many small sites, growers, and pilot efforts rather than one large project. It speaks to the need for clearer support for pilot growing, local food processing, aggregation, composting, cold storage, and distribution systems, because piloting allows our communities to test what works under real local conditions before scaling, which is essential to delivering a high-quality, reliable food, agritourism, and visitor experience in a changing climate.

Laurie Livingston - Local Government: The arts need to be a part of strategic plans. Rural areas need more recognition as to our unique needs and resources.

Laura Beardsley - funding timelines that allow for consistency and projects over extended periods.

Megan Fiske - mountains to sea; need to make connection; rural CA needs support from the users from the coastal areas; get right people in room together.

John Wentworth - Local government investment in NGOs and Community Based Organizations like folks here today; How can we advocate effectively on behalf of our region?

Amariah - We really need more support from our local government in general. We need to be seen as an asset/ investment not an expense...

and....It would be great to have local government show up at Collaboratives... I know their budgets are strapped, but they should be at the table

Elaine Kabala - And partners to supplement capacity

QUESTION #4:

If the RICA makes one recommendation about climate resiliency in rural communities, what does it say, and who needs to say it?

Larry Pace - The recommendation should be that rural climate resilience funding must support distributed food and land-based systems, including experimental growing for climate hardiness, and variety of hardy crops, because these are the pathways that expand future interesting local food availability to strengthen community stability. That message should be stated clearly by the state, reinforced by regional governments, and carried by rural leaders who understand how resilience is actually built on the ground.

Robin Bolser - It would be great to have local government show up at Collaboratives... I know their budgets are strapped, but they should be at the table; Investment in the workforce that is needed to respond to climate-driven extreme weather

Megan Fiske - Climate resiliency in rural communities is not just up to rural residents; need to have the burden shared by all Californians who visit the mountain areas

Kathy Gallino - In Calaveras Econ Dev is the grant writer...However, given budget constraints econ dev may get eliminated. very sad

Kristy Williams - our natural resources carry so much of the climate solution; needs to be acknowledged; forests lead on carbon sequestration; Mammoth Mountain is a cheap natural reservoir; acknowledge our natural benefits.

Betsy Truax - Rural communities will feel the impacts of climate change sooner and harder than some of our urban counterparts and can't be left behind because of smaller populations.

Ken Etzel - Funding for infrastructure that supports cross sector communication.

Laurie Livingstone - In terms of grants, Rural areas are always at a disadvantage. Most local governments do not have dedicated grant writers. Support for expanded staff to go after these government grants are needed. "Shovel Ready" makes me crazy.

John Wentworth - Common objective between DMOs, Visit CA and local government for climate adaptation strategies; We will be on the front line for adapting to all of this; Funding for our local collaboratives for information sharing

Travis Nabahe - Aside from new employment opportunities, consider entrepreneurial opportunities as well.

Elaine Kabala - 1. Will your project create a new career/employment pathway at the end of Jobs First? ESCOG's project will not ensure a new employment opportunity at the end of SJF, but intend to serve as a pilot for expanding rec employment opportunities

Matt Galvan - More recreation opportunities = greater visitor value proposition = more tourism = more local revenue and jobs!