

CA Jobs First Sustainable Recreation & Tourism Cohort

Quick recap

The meeting focused on presenting the final draft of the Statewide Cohort RICA (Recommendations for Implementation and Collaborative Action) document, which was developed through a series of cohort meetings and a symposium. Calder and John explained the process of creating the document, which includes 44 recommendations across eight topics, and highlighted examples of changes made based on public feedback from state agencies and organizations. They discussed the importance of the document in sustaining momentum for outdoor recreation and tourism collaboratives across California, especially as funding from the California Jobs First program ends. The conversation also touched on the broader movement building within the sector and the need to maintain connections and advocacy during the upcoming transition in state administration. Tom asked for insights on preparing for the change in administration, and Calder and John emphasized the importance of keeping collaboratives active and amplifying shared messages. The conversation ended with gratitude for the participants' contributions and a recognition of the ongoing nature of the work.

Next steps

Calder

- Continue sending newsletters and emails to the state cohort in the future to maintain momentum and communication. <https://tasks.zoom.us?meetingId=Ht8N2apjQ7GxZHFtMdqTPw%3D%3D&stepId=609c18d4-9824-11f1-8adc-e6db8d119c3e>

John

- Send an email to the cohort when the State Cohort RICA document is live and published. <https://tasks.zoom.us?meetingId=Ht8N2apjQ7GxZHFtMdqTPw%3D%3D&stepId=609c1624-9824-11f1-a23e-e6db8d119c3e>
- Get the State and Sierra RICAs to the Jobs First leadership and governing council for consideration in the administrative

transition.<https://tasks.zoom.us?meetingId=Ht8N2apjQ7GxZHfTMdqTPw%3D%3D&stepId=609c1792-9824-11f1-b919-e6db8d119c3e>

Collaboration

- Regional Collaboratives: Consider using the RICA documents as a framework to create their own regional versions for policy advocacy and alignment.<https://tasks.zoom.us?meetingId=Ht8N2apjQ7GxZHfTMdqTPw%3D%3D&stepId=609c19f0-9824-11f1-a8fa-e6db8d119c3e>
- All Participants: Stay engaged, keep collaboratives active, and maintain connections to amplify voices and be ready for future state-level engagement.<https://tasks.zoom.us?meetingId=Ht8N2apjQ7GxZHfTMdqTPw%3D%3D&stepId=609c1af8-9824-11f1-b349-e6db8d119c3e>

Summary

Statewide RICA Document Final Review

Calder presented the final draft of the Statewide RICA (Recommendations for Implementation and Collaborative Action) document, which contains 44 specific recommendations across eight topics including assets, policies, funding, data, workforce, collaboratives, and branding. The document went through a public feedback period from July to present, with over half of the recommendations receiving meaningful changes based on input from state agencies and organizations. Calder provided examples of edits made to specific recommendations, including removing Visit California from one recommendation and adding cultural infrastructure definitions based on feedback from California Arts Council.

California Recreation Tourism Recommendations

John and Calder presented recommendations from 10 recreation tourism cohort meetings held across California over eight months. They discussed a burgeoning ground-up movement in the state involving various initiatives like Visit California's regional programs, Jobs First, and the California Outdoor Economy Summit. The presentation covered both a state-level RICA and a more specific Sierra region RICA, with John noting that nine of California's 13 Jobs First regions identified sustainable outdoor recreation tourism as critical economic drivers.

State Cohort RICA Document Release

John and Calder announced that the state cohort RICA document will be published and hosted on MLTPA's website by August 31st, when Jobs First funding ends. Calder emphasized the importance of maintaining momentum and collaboration across regions, noting that the

document serves as a foundation for continued work in economic development, particularly for rural and disadvantaged communities. The team expressed gratitude to all participants for their contributions to the project and highlighted the ongoing movement to sustain the work beyond the current funding period.

California Sector Leadership Transition

The conversation ended with participants expressing gratitude for the collaboration and leadership shown by Calder and John. Calder emphasized the importance of ensuring that the sector's voices are represented during the upcoming political changes in California, particularly with the governor's race. John mentioned plans to share the documents with the jobs first leadership and the governing council to potentially include them in the administration transition.

Transition Period Collaboration Strategy

The group discussed maintaining momentum and collaboration during a transition period with a new administration. Calder emphasized the importance of keeping regional collaboratives active and staying connected to amplify messages across the state using consistent language and frameworks. The participants agreed to continue engaging with each other and the state government over the next year to ensure their work remains visible and relevant during the transition.