



Visitor Connection Working Group
Meeting 4: Thursday, June 18, 2020, 1:30-3:00pm
Agenda

Zoom Information:

MLTPA Foundation is inviting you to a scheduled Zoom meeting. See bottom of this agenda for dial-in Zoom information.

Topic: 704: VCWG MEETING #4 - Messages & Stories

Time: Jun 18, 2020 01:30 AM Pacific Time (US and Canada)

Join Zoom Meeting: <https://us02web.zoom.us/j/82535542201>

Meeting ID: 825 3554 2201

1. Welcome and Introduction to Day 5 minutes

- a. Welcome Back
 - i. Land Acknowledgment
 - ii. Group Agreement
- b. Meeting Purpose and Goals:
 - i. Review where we left off with the Visitor Connection Package and how we want to go forward
 - ii. Dive into messaging by understanding what problems to solve, what the Eastern Sierra Story is, and who we want to get that message to
 - iii. Understand next steps in this process

2. Reminder: Where'd We Leave Off 5 minutes

- a. Review of Visitor Connection Package Elements & Progress (Table of Contents)

3. Discuss Who Our Region Needs to Connect With and Why

- a. Opportunity Statements – formerly “Problem Statements” - The five problem statements you created were used to consider the opportunities within each statement. We’ll use the “Opportunity Statements” to continue creating the Visitor Connection Package.
 - i. Next Steps: Report out on homework results and hone in on one statement
 - ii. What we’ll do with the top priority?
- b. Persona: Based on your feedback about who our target audience is during the first meeting, we drafted a “persona” which will help the working group craft messaging to reach the target audience. This was shared in the homework.
 - i. Next Steps: Report out on homework results then during this meeting, reach consensus on a “persona” to support building relevant messages and stories
 1. Note: looking at high level feedback, don’t want to spend a lot of time wordsmithing but we do strive to reach a general consensus on the “persona”
 - ii. What will happen with the generally agreed upon “persona”?





4. Develop what we want to say: Stories & Messages

- a. Review current Stewardship Messaging from VCWG
- b. Broad Messaging – Regional Voice Themes for Sustainable Recreation
 - i. Goal: Considering the “Opportunity” we are trying to address and the “Persona” we want to focus on, what are the broad messaging themes we want to use?

5. Summary of the Day & Next Steps 5 minutes

- a. Today’s achievements will be added to the package
- b. Homework via email
- c. Upcoming Meetings, times schedules etc.
 - i. Meeting #5: Thursday, August 20, 2020, 1:30PM
 - ii. Meeting #6: Thursday, October 15, 2020, 1:30 PM
 - iii. Meeting #7: Thursday, December 3, 2020, 1:30PM
 - iv. Report Out to Recreation Stakeholder Meeting (Optional): TBD Jan 2021
 - v. Meeting #8: TBD, 2021
- d. Reminder of Grant Deliverables

Full Zoom Information:

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