



**Visitor Connection Working Group
Meeting 6 Draft Agenda
“What Channels We Will Use to Connect with the Visitor Audience”**

Meeting Goals: Understand what distribution channels, tools and collateral are available, needed and desired to get a regional message out; discuss and understand how we can actualize those channels and collateral.

- I. **Land Acknowledgment**
- II. **Welcome & Housekeeping – 5 minutes**
 - a. Agenda Review
- III. **Introduction to the Day– 10 minutes – John and Carl**
 - a. Situational Awareness
 - b. Rise of the Resident
- IV. **Icebreaker: What are our distribution channels? – 10 minutes – Carl and John**
 - a. Reminder: Asset Survey
 - b. Zoom Poll
 - c. Follow Up Question: “What channels are missing?”
- V. **Breakout Room Discussion: What tools and collateral do we need to be effective and successful? – 15- Small Groups**
 - a. Think about what we’ve talked about so far this afternoon: Asset inventory, constraints on inventory, sequence of encounter with visitors...
 - b. Brainstorming Discussion Questions:
 - i. What tools does the voice of the Eastern Sierra need to effectively communicate with visitors? Some obvious potential choices could be: websites, social media, news ads, stickers, and ... what else? Let’s also be creative and think beyond this.
 - ii. Given what we’ve come up with, prioritize these tools.
 - c. Goal: Report out on top 3-5 priorities and highlights from the discussion.
- VI. **Debrief large group – 10 minutes**
 - a. Report out Report out on top 3-5 priorities and highlights from the discussion.
 - b. Looking to understand if there is natural alignment about wants/needs of the group or if there is not alignment and that might illuminate a more successful path forward to “making it happen”.
 - i. Consider: Is there something that can be done to get the group more aligned to avoid this becoming a barrier to getting a regional message out?
- VII. **Group Discussion: Tee Up Grant Application Components – 25 minutes**
 - a. Does this group want a regional voice?
 - b. What is fundamentally necessary to implement the communication strategy so a regional voice can happen? For example: staff person, CRM, social media tools, graphics, ad agency, regional capacity with staff, etc
 - c. Which tools that we’ve identified should be the highest priority?





VIII. Wrap up – 5 minutes

- a. Brief closing of the day
 - b. Follow up from this meeting:
 - i. Team will follow up via email on the outcome of the ESCOG resolution
 - c. **Upcoming Meetings**
 - i. Meeting 7: Thursday, December 3rd, 2020
 - 1. Review and affirm the draft VCP
 - ii. Meeting 8: Thursday, February 18th, 2021
 - 1. Provide project recommendations
 - 2. Determine next steps for this group
- IX. BONUS: Feel free to stick around for a few updates and networking

