

Quick recap

The meeting began with introductions from various representatives across California's recreation, tourism, agriculture, and economic development sectors, highlighting the diverse backgrounds and interests of attendees. The group discussed the proposed cohort process for the tourism and outdoor recreation sector, which aims to develop a statewide sector development plan by summer 2026 through regional presentations, collaboration with state agencies, and identification of common challenges. The conversation ended with discussions on advancing advocacy efforts, strengthening existing initiatives, and upcoming events related to outdoor recreation and trail stewardship, including recognition of California Mountain Biking Month and Trail Stewardship Month at the state level.

Next steps

- [John to send follow-up email with links to upcoming state-level meetings and initiatives related to outdoor recreation.](#)
- [Calder, John, and Chelsea to schedule a meeting to plan out the calendar for the next 12-15 months of cohort activities.](#)
- [John to send out email invitations for the Eastern Sierra Sustainable Recreation Partnership meeting on July 7th to interested participants.](#)
- [All participants to mark their calendars for the next cohort meeting on July 11th at 1:30 PM.](#)

Summary

Participant Introductions Meeting

Calder welcomes everyone to the meeting and suggests starting with introductions due to the presence of new faces. John agrees with this approach. Calder stops sharing the agenda slide to better see everyone's faces and proposes a brief 20-30 second introduction from each participant, passing along to the next person.

California Economic Development Collaborative

The group introduces themselves as representatives from various organizations and regions involved in recreation, tourism, agriculture, and economic development across California. Participants include sector investment coordinators, industry sector navigators, project managers, and representatives from organizations such as MLTPA, Sierra Jobs First, and UC Agriculture and Natural Resources. The introductions highlight the diverse backgrounds and roles of the attendees, ranging from mountain biking advocacy to agritourism and conservation.

efforts. Many participants express their interest in collaboration and learning more about the California Jobs First program and related initiatives.

Cohort Process and Field Updates

Calder leads introductions and outlines the meeting agenda, which includes field updates, introducing the cohort process and goals for the next 16 months, and sharing best practices. The group agrees to record meetings for those unable to attend. Sophia reports negative economic impacts in Tuolumne County due to Yosemite's reservation system. John invites participants to join the Eastern Sierra Sustainable Recreation Partnership meetings for detailed updates on federal outdoor recreation developments.

California Tourism Sector Cohort Process

Calder presents a proposed cohort process for the tourism and outdoor recreation sector, which has been identified as a priority sector in 9 out of 13 California regions. He outlines a timeline that includes regional presentations, collaboration with state agencies and organizations, and the development of a statewide sector development plan. The process aims to identify common challenges, needs, and strategies across regions, culminating in an in-person symposium and a final sector development plan by summer 2026. Calder emphasizes the importance of face-to-face meetings and discusses the need to plan for the sustainability of the work beyond the current phase of California Jobs First.

California Outdoor Tourism Development Plan

The group discusses the importance of developing a sector development plan for outdoor recreation and tourism in California, despite the state not currently investing in this sector. John explains that they will use the state's model for funded sectors to create a parallel plan for recreation and tourism. The goal is to demonstrate the sector's value, raise awareness, and organize themselves as they approach significant state elections next year. Shavati seeks clarification on the timeline and vision for the project, which is set to complete by summer 2026.

Outdoor Tourism Advocacy Collaboration

The group discusses the potential for advancing advocacy in the outdoor recreation and tourism sector through collaboration and sharing best practices. Dana provides context on existing advocacy efforts, such as Caltravel, and reminds the group of ongoing initiatives in California. She suggests integrating with these efforts while leveraging the unique opportunity presented by California Jobs First to strengthen the industry. Calder emphasizes the importance of ground-up approaches and addressing public concerns about tourism development. Rachel

expresses excitement about bridging the gap between existing agritourism efforts and the economic development community through this cohort.

California Tourism Collaboration Strategy

The group discusses the importance of strengthening and collaborating on existing efforts in tourism and outdoor recreation across California. MLTPA outlines plans for future meetings, including identifying regional representatives for presentations and sharing background information. Billy raises a question about Riverside County's lack of focus on tourism and outdoor recreation in their strategic plan. Danna explains that some regions prioritized higher-paying job sectors, but acknowledges the importance of tourism in areas like the Inland Empire and Coachella Valley. The conversation highlights the need to balance tourism with sustainable economic development and address challenges such as seasonal fluctuations and international visitor impacts.

California Outdoor Recreation Initiatives

The group discusses upcoming events and initiatives related to outdoor recreation and trail stewardship. Susie announces that California Mountain Biking Month and Trail Stewardship Month are being recognized through a resolution in the State Assembly and Senate. Shavati shares the success of their first recreation fair in Nevada County. John mentions several state-level meetings and initiatives, including a speaker series with Secretary Crowfoot and ongoing dialogues about outdoor recreation in California.