

WELCOME!

Asset mapping is a "*A tool/exercise communities use to understand local strengths*"

SIERRA WORKS

SIERRA WORKS

SIERRA JOBS FIRST
RECREATION & TOURISM

WORKING GROUP MEETING



JANUARY MEETING

01/20/2026

THIS MEETING IS
BEING RECORDED

We acknowledge that the lands we live, work, and gather on—including the counties of **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa**—are the ancestral homelands of many Indigenous peoples who have stewarded these places since time immemorial. **These lands hold creation stories, sacred sites, and cultural lifeways of Tribal Nations** who were displaced, harmed, or erased through colonization—and who continue to remain rooted and resilient here today.

Tribes with ties to this region include, but are not limited to, the Miwok (including Central Sierra, Plains, and Southern Sierra bands), Mono, Kootzaduka’a (Mono Lake Paiute), Nüümü (Owens Valley Paiute), Newe (Western Shoshone), Washoe, Yokuts, Utu Utu Gwaitu Paiute, Timbisha Shoshone, and Ahwahnechee. These communities, both federally recognized and non-federally recognized, carry forward living traditions, languages, and relationships with the land.

In the Eastern Sierra, the Nüümü word Payahuunadü—“The Place Where Water Flows”—and Pamidu Toiyabe—“Western Mountains”—remind us that these places are not just landscapes, but homes, histories, and sources of life and meaning.

This acknowledgment is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.



WHAT IS SIERRA WORKS?

SFM and MLTPA (Industry Coordinators appointed by the Sierra Business Council), have developed Sierra Works (sierraworks.org) to provide technical assistance to regional Recreation & Tourism projects.

WHAT IS THIS WORKING GROUP?

The goal of this working group is to hear from you and from projects on the ground operating in the Recreation & Tourism sector to stress-test the current strategies and tactics defined in the Regional Strategic Plan.

Over the next several months, we will focus on different topics and, based on what we hear from you, develop the:

“Recommendations for Implementation and Collaborative Action” (RICA)

These will be recommendations on how to build on the work done so far and carry it forward to align with future funding opportunities.



MEETING AGENDA

1. Welcome / Land Acknowledgement / Presenters (2 mins)
2. Who's Participating Today & Poll Questions (3 mins)
3. RICA Review & Introduction to Inventory Asset Mapping (5 mins)
4. Project Presentations & Interviews (20 mins)
5. Breakout Group Overview, Discussions & Report Outs (55 mins)
6. Wrap-Up / Next Steps (5 mins)

REMEMBER THE GROUND RULES



WORKING GROUP LEADERSHIP TEAM



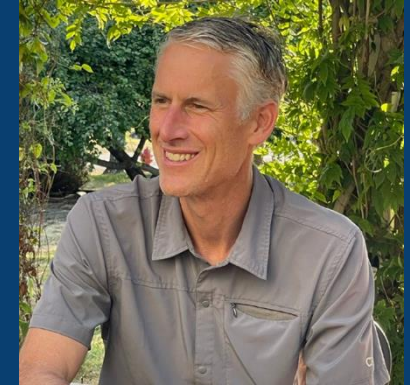
Mathew Galvan
Owner & Marketing Strategist
Sierra Focus Media



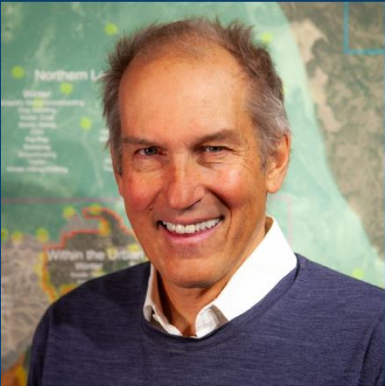
Travis Nabahe
Nabahe Global Group



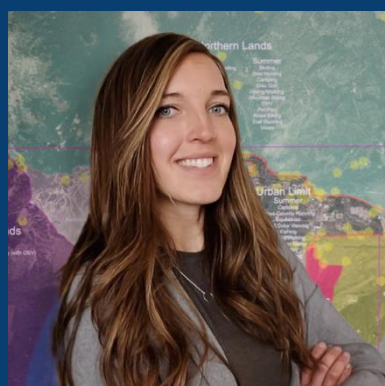
Bill Keene
President/CEO
Climate Equity Solutions



Austin McNerny
Senior Facilitator
Climate Equity Solutions



John Wentworth
CEO & Board President
MLTPA



Andie Stewart
Research & Policy Analyst
MLTPA



Chelsea Taylor
Comms Program Manager
MLTPA



Erin Murphy
Operations Manager
MLTPA

WHO'S PARTICIPATING?

1. Please add your name and organization into chat and share something attendees would be surprised to know about you.
2. Answer the poll questions....



MEETING #1 NOVEMBER 2025

MEETING RECAP

November Meeting Recap:

Engaging with the topic of “Regional Governance”, the Working Group discussions revealed:

- Key Functions
- Immediate Priorities
- Tensions to Address

We had 56 stakeholders in attendance!



INTRODUCTION TO INVENTORY ASSET MAPPING

In the Regional Strategic Plan, Regional Assets are defined as:



1. Natural Resources
2. National Parks / Monuments / Scenic Areas
3. U.S. National Forests
4. State Historic Parks
5. Trails
6. Attractions
7. Ski Areas
8. Expertise
9. Community Relationships/Connections
10. Infrastructure
11. Artistic and Cultural Events
12. Annual Events

Regional Strategic Plan – pg. 76



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“Asset Mapping is a tool and exercise the Sierra region can use to highlight our unique Community strengths!”

Regional Strategic Plan – pg. 76



Regional Assets



Regional Assets



Regional Assets



Community Assets / Community Strengths



INTRODUCTION TO INVENTORY ASSET MAPPING

Strategy 1: Enhance access to sustainable recreation and tourism on public lands to expand economic opportunities by creating partnership agreements between local authorities and federal, state, and utility land managers.

ACTION STEP 2

Through a regional collaborative governance structure consistent with partnership agreements, identify efficient pathways to create plans and establish policies to reflect regional priorities.

- a.** Create regional sustainable recreation plans by identifying assets, gaps, partners, and implementation strategies with land managers.
- b.** Prioritize tribal engagement.
- c.** Attract and develop partnerships with recreation/entertainment/resort organizations, including the California Outdoor Recreation Partnership.
- d.** Work with the film industry and local film commissioners/visitor bureaus.

ACTION STEP 3

Identify efficient pathways to implement regional plans and priorities through a regional collaborative governance structure consistent with partnership agreements.

- a.** Establish agreements between land managers and the full suite of regional capacities in anticipation of implementation efforts.
- b.** Identify implementation opportunities for recreation infrastructure and service gaps that will increase capacity through business expansion and job training in sustainable recreation, ecosystem services, and agritourism. This includes project planning and permitting and implementation of recreation infrastructure, including trails, restrooms, trash collection, campsites, permittees, outfitters, guides, etc.



Regional Strategic Plan – pg. 76



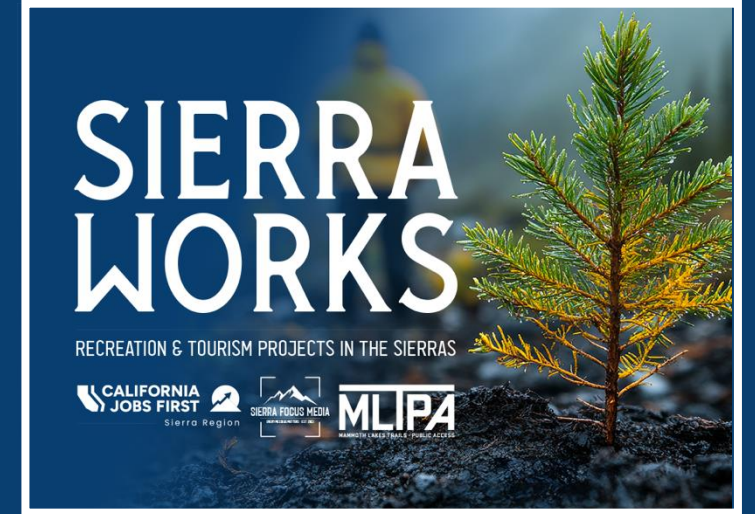
PROJECT PRESENTATIONS & INTERVIEWS



Kristy Williams



Robyn Gorecki



John Wentworth

PROJECT PRESENTATIONS & INTERVIEWS



Kristy Williams

Project Description:

- This project will undertake planning for the renovation of campgrounds to improve accessibility, increase public use, and mitigate climate-driven threats.

Partners:

- Inyo National Forest
- Stanislaus National Forest
- Inyo County

Counties:

- Inyo
- Mono
- Tuolumne



PROJECT PRESENTATIONS & INTERVIEWS



Robyn Gorecki

Project Description:

- MLTPA will coordinate with Cerro Coso Community College and Columbia College to provide students with hands-on work experience in sustainable outdoor recreation, climate, forestry, and natural resources, and create a pathway for students to earn credits through both educational systems.

Partners:

- Cerro Coso Community College
- Columbia College
- Regional Recreation Organizations

Counties:

- Inyo
- Mono
- Tuolumne



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BREAKOUT GROUPS

Breakout Session #1:

Using what we heard in the interviews as examples of project assets, such as 3rd Party NGOs or students, what assets and tools do you use to move your work forward?

Breakout Session #2:

What challenges are you facing in utilizing your assets to advance your project?

- What gaps in assets or tools exist that are hindering the advancement of your work/project?



BREAKOUT GROUP OVERVIEW

We are utilizing this time to brainstorm; no decisions are being made.

You have been assigned to the breakout rooms to ensure mixed representation and to expedite the process.

Each breakout room will have a facilitator and notetaker and they will guide review and help capture your input if needed.

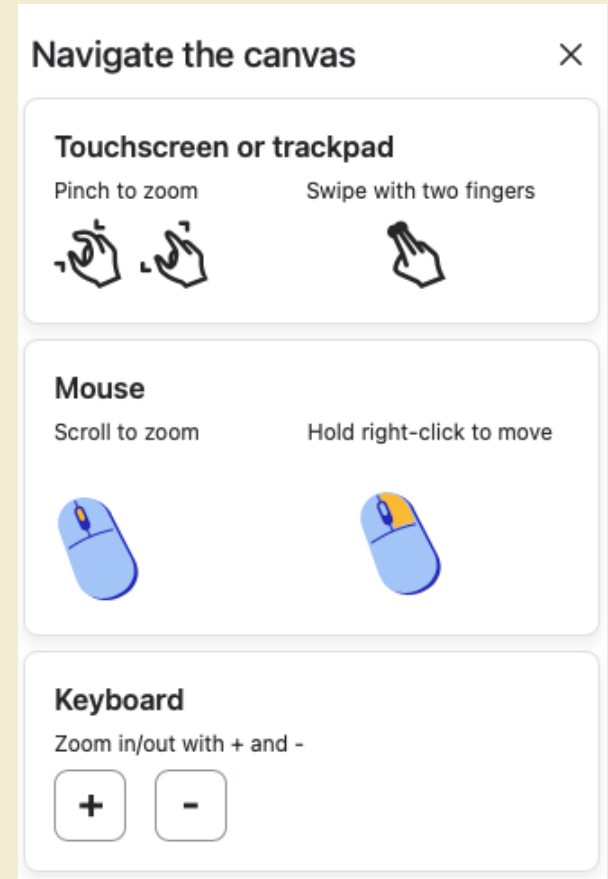
Each group will utilize a shared whiteboard to record ideas.

Stay focused on the conversation.

Time is limited so please be succinct when contributing.

20 mins for each round; 2 rounds. You will be moved automatically between groups.

Each room will succinctly summarize their discussions when we reconvene, and everyone will have an opportunity to comment and add to the ideas generated in the rooms they did not initially participate in.



WRAP-UP & NEXT STEPS

- Please e-mail sjfadmin@mltpa.org for:
 - Any lingering questions
 - To provide contact information for someone who should be included in this effort.
- Stay tuned for:
 - A recap email with consolidated breakout discussions for review and/or additions.
- Our next Meeting:
 - February 16th: We will cover the topic of "Policy Barriers"



SIERRA WORKS

THANK YOU FOR COMING



Next Meeting:
February 16, 2026
“Policy Barriers”