

## Agenda

- Welcome and Introduction to Day
- Reminder: Where'd We Leave Off
- Discuss Who Our Region Needs to Connect With and Why
- Develop What We Want to Say: Messages and Stories
- Summary of the Day & Next Steps





#### Group Agreement for Visitor Connection Working Group

The purpose of a group agreement is to foster an open and respectful environment in which teams can work together creatively and individuals feel comfortable, sharing their ideas and opinions. This agreement was created utilizing examples and feedback from the VAWG on 2/20/20.

#### Group Agreement:

Revised: 2/21/20

- 1. Be curious avoid making assumptions and ask what others think
  - Practice active listening seek to understand what is important to someone, even if we don't agree with them
- 2. Be respectful of other options & perspectives
  - a. Every voice is heard and listened to
  - b. Honesty
- 3. Consider different perspectives, possibly not in the meeting
  - a. Take responsibility & hold each other accountable
  - b. Be an inclusive group, provide an inclusive space for everyone involved
- 4. Be flexible and seek consensus when decision-making
  - a. Always try for "Yes, and.." instead of "No, but.."
  - When making decisions: 1. Agree, 2. Don't agree but are okay, 3. Strongly don't agree, but have an alternative
  - c. Be positive, not defensive
  - d. \*Don't take it personally
  - e. Think broadly, Act specifically
- Be aware of the time and any constraints help to stick to it, and move on when necessary
  - a. Have a note taker
  - b. Respect other people's time, be on time, be present
    - Zoom: SRTI will rely more heavily on pre-meeting homework and emails to ensure meetings are shorter and productive
  - c. Be open to being facilitated
    - i. Zoom: Facilitator may mute if there is background noise or conversation
  - d. Have regular breaks to help keep everyone focused
  - e. Fun=Creative, don't be shy about sharing "out-of-the-box" ideas
- 6. Be present during the meeting, minimize distractions for yourself and others
  - a. Put phones aside in the meeting as much as possible
  - b. Zoom: we're all on our computer but commit to staying focused on the meeting

#### Page 1 of 2

Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.





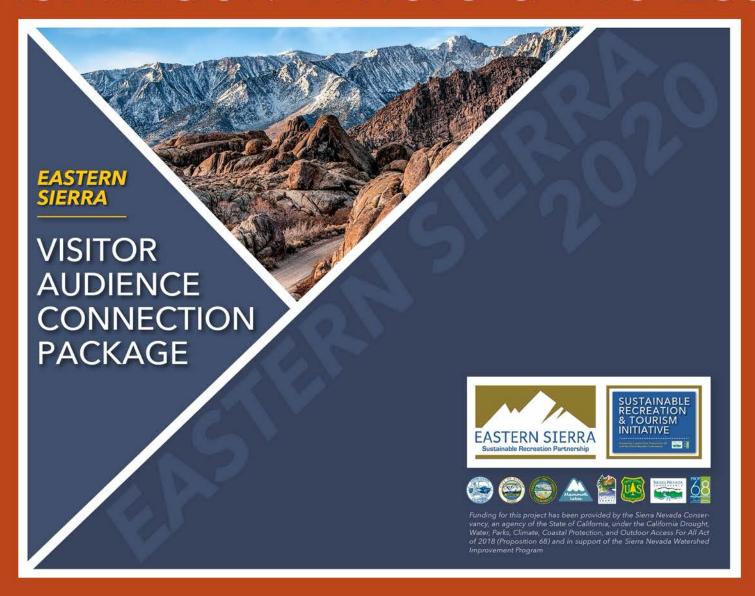
#### Group Agreement for Visitor Connection Working Group

- Zoom: if you need to walk away from the screen, turn your video off to minimize distraction
- 7. Quieter members are encouraged to voice their opinions
  - More talkative members of the team, show a little restraint and listen to others.
     One person to speak at a time
  - b. Avoid side conversations
    - i. Zoom: generally, people that aren't speaking are muted
  - c. Provide alternative ways for people to share input
    - Zoom: The chat and hand raising features are additional tools to use when you want to say something. This will help ensure that if you have a question or something to say you will be acknowledged by the host or other participants.

## Welcome and Introduction to Day

- Meeting Purpose and Goals:
  - Review where we left off with the Visitor Connection Package and how we want to go forward
  - Dive into messaging by understanding what problems to solve, what the Eastern Sierra Story is, and who we want to get that message to
  - Understand next steps in this process

### Reminder: Where'd We Leave Off

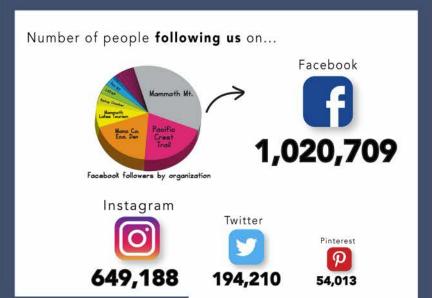


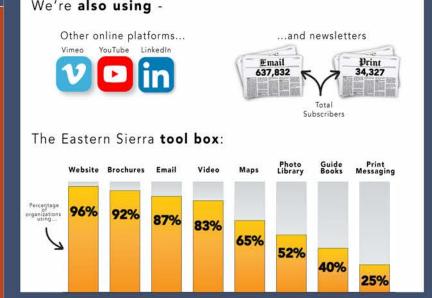
- \* Introduction
- 1 Current Assets (Survey)
- 2 The Regional Connection
  - · Opportunity Statement What problem needs to be solved?
  - · Persona Who is the target audience?
- 3 Messages & Stories
  - · What needs to be said
  - · How it will be said
- 4 Visualizing the Eastern Sierra
  - · What needs to be seen
  - · Present and future
- 5 Communication Channels
  - How the region will best communicate with its audience
- 6 Action Plan for Implementation
  - · Priorities and sequence
  - · Project ideas for the Sustainable Recreation & Tourism Initiative

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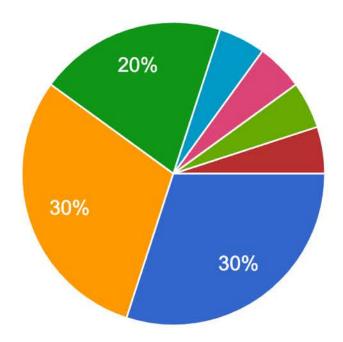


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### TASK 1 - PROBLEM/OPPORTUNITY STATEMENT

- Mindset: To create a mindset among visitors to the Eastern Sierra of the specialness of the
  place, and for visitors and residents alike to act as stewards of the natural environment while
  exhibiting the behaviors necessary to make unique recreation experiences in the Eastern Sierra
  sustainable.
- Education: To educate and create awareness in visitors about the uniqueness of the Eastern
  Sierra in an effort to reduce visitor impacts and protect natural resources and local culture while
  enjoying the recreation opportunities and unique experiences the Eastern Sierra provides.
- Working Together: To work together through a variety of regional organizations to educate
  visitors about the unique nature of the Eastern Sierra to protect its natural resources and local
  culture while enjoying the recreation opportunities and unique experiences it provides.
- Sustainability: To create a sustainable relationship between Eastern Sierra visitors, the natural
  environment, and the cultural resources of the region.
- None of these accurately reflect the goals of the group.

TASK 1 - PROBLEM/OPPORTUNITY STATEMENT: At our February meeting, you drafted PROBLEM statements. We have taken the liberty of synthesizi...st accurately represents the goals of the group. 20 responses



- Mindset: To create a mindset among visitors to the Eastern Sierra of the sp...
- Working Together: To work together th...
- Sustainability: To create a sustainable...
- Education: To educate and create awa...
- While the first four above reflect what...
- Was not at the Feb meeting due to sc...
- I missed the Feb meeting so don't thin...
- I think working together gets closest to...
- None of these accurately reflect the g...

### TASK 1 - PROBLEM/OPPORTUNITY STATEMENT

- Mindset: To create a mindset among visitors to the Eastern Sierra of the specialness of the place, and for visitors and residents alike to act as stewards of the natural environment while exhibiting the behaviors necessary to make unique recreation experiences in the Eastern Sierra sustainable.
- Working Together: To work together through a variety of regional organizations to educate visitors about the unique nature of the Eastern Sierra to protect its natural resources and local culture while enjoying the recreation opportunities and unique experiences it provides.

## Persona

#### **Eastern Sierra Visitor Persona (DRAFT):**

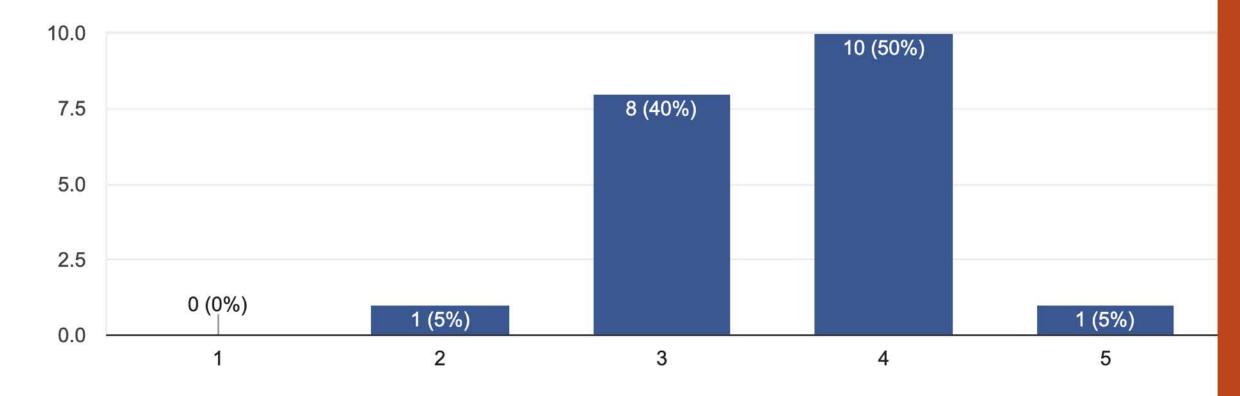
Access to the outdoors is an important value for this persona, both as it is available today and how it will be available in the future.

This person is motivated by the enjoyment and the experience of time outside and want to be a part of stewarding it for the years to come. They balance their personal ways of connecting to the outdoors with community and/or family-oriented activities. This includes a wide variety of outdoor activities such as: exploring, running, cycling, motorized activities (winter and summer), day hiking, fishing, picnicking, skiing, and camping.

They seek out unique natural resources throughout the region as a back-drop to enjoy their activities. Many consider themselves "regulars" to the Eastern Sierra, and see this as a special place where they feel connection to the land and/or family, friends, ancestors, themselves.

This group also desires to exhibit citizen stewardship of the resources they value so highly. Collectively they embody a community stewardship of the natural resources and feel a sense of ownership and responsibility to the sustainability of the Eastern Sierra.

TASK 2 - PERSONA: At our February meeting, we discussed the types of visitors who come to the Eastern Sierra. Using your feedback we drafted a ...er discussion at our next VCWG meeting on 6/18. 20 responses



### Eastern Sierra Visitor Persona (UPDATED DRAFT)

- Access to the outdoors is an important value for this persona. This person is motivated by the enjoyment and the experience of time outside.
- This visitor balances their personal ways of connecting to the outdoors with community and/or family-oriented activities. This includes a wide variety of outdoor activities in type and accessibility.
- They seek out unique natural resources throughout the region.
- Many see the Eastern Sierra as a special place where they feel connection to the land and/or family, friends, ancestors, themselves in ways that make it worth leaving their regular environment to come here for the experience.
- This group is interested in seeing this place and its resources stewarded for now and the future.

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### Develop What We Want to Say: Stories & Messages

Review current Stewardship Messaging from VCWG

### Organizations with Stewardship Messaging

- Alabama Hills Stewardship Group, Inc.
- Alpine County
- Bishop Area Chamber of Commerce & Visitor Bureau
- Bishop Climbers Coalition
- Eastern Sierra 4x4 Club
- Eastern Sierra Conservation Corps
- Eastern Sierra Interpretive Assn
- Friends of the Inyo
- Humboldt-Toiyabe National Forest, Bridgeport Ranger District

- Inyo National Forest
- Mammoth Lakes Recreation
- Mono County Economic Development
- Mono Lake Committee
- Mammoth Lakes Tourism
- National Park Service
- Pacific Crest Trail Association
- Town of Mammoth Lakes
- USDI Bureau of Land Management



### Visit Mono County – Stewardship Elements

#### MOUNTAIN MANNERS

LIKE ALL PARENTS, MOTHER NATURE LOVES GOOD MANNERS!

Like all parents, Mother Nature Loves good manners! Everyone knows the Golden Rule "Take only photos; leave only footprints" but here are a few other Mountain Manners etiquette tips to help protect the Eastern Sierra:

#### MANNER #1: Follow the Beaten Path

Straying from designated paths can cause harmful erosion, and damage fragile plants, so we ask you to take the road *most* traveled. (with apologies to Robert Frost).

#### MANNER #2: Scoop the Poop

Your #2 is becoming our #1 issue. If it's your pet's, please bag it and take it out to a trash can! If it's your own, bury it in a cat-hole at least 6-8 inches deep or better yet, pack it out.

#### MANNER #3: Gather up Garbage

Even if it's not yours, please pack out litter! Nothing makes Mother Nature happier. Remember, food scraps are litter, too. Even if food is considered "biodegradable," no one wants to see your orange peels lying around - and human food is unhealthy for wildlife.

#### MANNER #4: Don't Feed The Bears

Or deer, birds, chipmunks, etc. Please keep yourself - and your food - out of the reach of wildlife. Store all food in bear boxes or bear-proof containers, NOT in your vehicle.

#### MANNER #5: Remove Fishing Line and Hooks

Fishing hooks and tangled line are dangerous to wild animals, birds, fish, pets and kids. Please remove this litter from water and shoreline and pack it out.

"Through Mono County Fish & Wildlife Commission and our cofunded Eastern Sierra Sustainable Recreation Coordinator, we support Tangle Free Waters program, Trails Maintenance programs, and Community Volunteer Trails Cleanup/Stewardship events, as well as annual financial support for Eastern Sierra Wildlife Care program, etc."

### Develop What We Want to Say: Stories & Messages

- Objectives
- Strategy
- Words (Breakout Room)
- Message Themes (Breakout Room)

## Eastern Sierra Stewardship Messaging Strategy

### Objectives:

- Support exiting organization stewardship messages
- Leverage the marketing power of Eastern Sierra marketing channels
- Leverage the financial resources of Eastern Sierra for message reach
- Create awareness for the Eastern Sierra stewardship message
- Educate potential visitors on stewardship practices
- Measure the effectiveness of messaging efforts

### Eastern Sierra Stewardship Messaging Strategy

### Eastern Sierra Stewardship Message

Alabama Hills Stewardship Group, Inc. Alpine County CA State
Parks- Mono Lake Tufa SNR, Eastern Sierra 4x4 Club Eastern Sierra
Conservation Corps, Eastern Sierra Interpretive Assn, Friends of
the Inyo, Alabama Hills Stewardship Group, Inc., Alpine County,
CA State Parks- Mono Lake Tufa SNR, Eastern Sierra 4x4 Club,
Eastern Sierra Conservation Corps, Eastern Sierra Interpretive
Assn, Friends of the Inyo

### Micro Model

### Eastern Sierra Stewardship Messaging Strategy



Macro Model

### Messaging Flow Chart

Identify
Opportunity

Personas & Target Segments

Organizations with existing messaging

Case Study Mono County Eastern Sierra Leveraged Communication Strategy

Define the Eastern Sierra Story?

Develop
Eastern Sierra
Messaging Themes

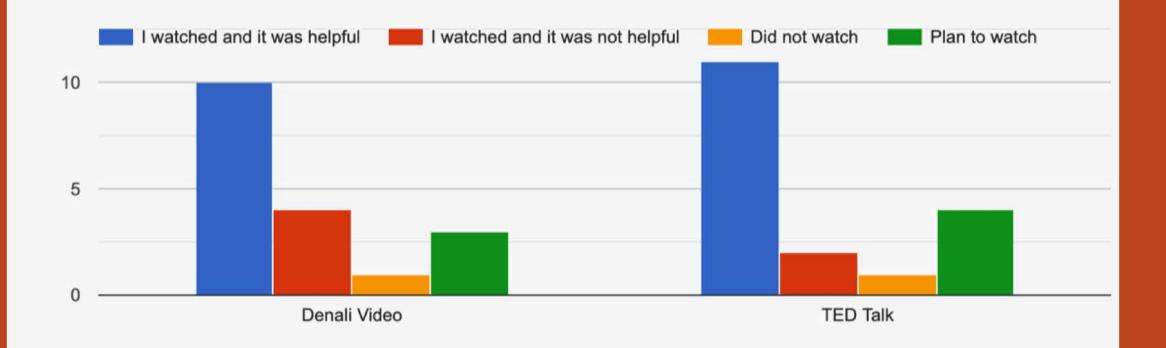
## **Story Telling**



What can we learn from how the stories are told?



TASK 3 - STORYTELLING: We will use the foundational information you have already provided at the first 2 meetings to begin moving into messaging and storytelling. Please take a look at the following videos to get your wheels turning on how to use those tools to more effectively connect with the visitor audience. Then, let us know if you were able to watch the full videos.



### Pro Tip: Story Telling

 Travel brands are finding success by creating content that emotionally resonates with travelers. Good storytelling-based communication campaigns evoke a feeling, which leads to increased interest, loyalty and ultimately desired behavior.

 There has to be something that is absolutely special and magical about a place. Use the voices of the people who can tell you why the place is special and needs to be protected.

### Getting to messaging... Exercise 1

Given the opportunity, that was identified previously what three words should describe our story.....



### Exercise 1: Breakout Rooms

- Randomized Small Group Sessions for 5 minutes
- Note which group you are in (Group 1-5)
- To call for help, click the "Ask for Help" button (Question Mark) in the toolbar at the bottom of the screen
- Carl will "pop" in and check in with your group
- Assign one person to take notes (will report out to full group)
- You will see a 60 second countdown timer before your group is brought back into the main room.

# Report Out Results: Words

### Getting to messaging... Exercise 2

• From those words what should be the broad themes of our stories?



### Exercise 2: Breakout Rooms

- Randomized Small Group Sessions for 5 minutes
- Note which group you are in (Group 1-5)
- To call for help, click the "Ask for Help" button (Question Mark) in the toolbar at the bottom of the screen
- Carl will "pop" in and check in with your group
- Assign one person to take notes (will report out to full group)
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# Report Out Results: Themes

### Summary of the Day & Next Steps

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

# Thank You!

Next Up Meeting #5 August 20 "Visualizing"

