



Visitor Connection Working Group

Meeting #2: February 20, 2020

Cerro Coso Community College - Community Room - 4090 W Line St, Bishop, CA

Purpose of this meeting: to understand what we are tasked with, what information and process we will use to achieve our tasks, and how we will work together to fulfill deliverables.

1. Welcome and Introduction to Day - 15 Min

- a. Land Acknowledgment
- b. Welcome Back
- c. Meeting Agenda Review
 - i. Purpose of meeting
 - ii. *Meeting goals:*
 1. *Review grant deliverables and introduce the "Visitor Connection Package"*
 2. *Create a group agreement to guide our interactions*
 3. *Understand the communication & stewardship assets from this group*
 4. *Identify regional problems or challenges to connecting with the visitor audience*
 5. *Discuss target visitor audience*
 6. *Review examples of successful programs in other regions*

2. What Will Be Produced & How We Will Do It – 45 Min

- a. Grant Deliverables:
 - i. "Visitor Connection Package"
 - ii. "Connection Strategy for the Eastern Sierra" – regional strategy
 - iii. Project recommendations for the SRTI Projects track
- b. How We'll Do the Work:
 - i. Develop the **Visitor Connection Package** (*Coincides with Syllabus*)
 1. Establish Visitor Connection Working Group assets (survey)
 2. Discuss who our region needs to connect with and why
 - a. What problems are we trying to solve?
 - b. Who is the target audience?
 3. Develop what we want to say
 - a. Messages and stories
 4. Visualize the Eastern Sierra now and in the future
 - a. How does our region want to be seen?
 5. Decide channels to connect with the visitor audience





6. Review Visitor Connection Package
 7. Project idea development for implementation
 8. Recommend project ideas to SRTI
 - c. Activity: Create a Group Agreement to Establish How We Will Work Together
- 3. Break - 15 Min**
- 4. Part 1: Review “Homework” Results: What Are Our Region’s Assets – 45 Min**
 - a. Communication Channels used by the Working Group: Key Takeaways
 - b. Working Group Stewardship Programs that touch the Audience: Key Takeaways
- 5. Part 2: What Are the Problems We Are Trying to Solve? Who is Our Audience? What Insight Do We Need from Visitors and Residents? 45 Min**
 - a. Who is Our Audience?
 - b. Small Group Work- What is the Problem we are Trying to Solve in Connecting the Region to Visitors?
 - c. Task: Develop a Problem Statement
 - i. Note: A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. It is the gap between the current situation and the goal.
 - d. Do We Need Any Insight from Visitors or Residents? If So, How Should We Obtain It?
- 6. Part 3: Review Examples to Inform Our Regional Approach – 30 Min**
 - a. Examples - From Inside and Outside of the Eastern Sierra
 - b. What Can We Learn?
- 7. Summary of the Day**
- 8. Next Steps**
 - a. Upcoming Meetings
All meetings 1:30PM-4:30PM
 - i. Meeting #3: Thursday, April 16, 2020 - Mammoth (to be confirmed)
 - ii. Meeting #4: Thursday, June 18, 2020
 - iii. Meeting #5: Thursday, August 20, 2020
 - iv. Meeting #6: Thursday, October 15, 2020
 - v. Meeting #7: Thursday, December 3, 2020
 - vi. Report Out to Recreation Stakeholder Meeting (Optional): TBD Jan 2021
 - vii. Meeting #8: TBD, 2021

