



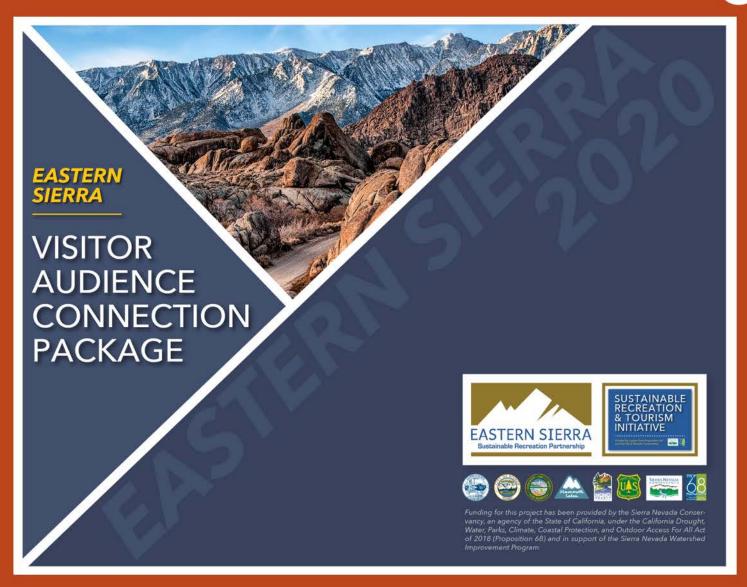
Agenda

- Welcome and Introduction to Day
- "Visualizing the Eastern Sierra"
- Breakout Room Exercise
- Report Out from Exercise
- Wrap up & Next Steps

Welcome and Introduction to Day

- Meeting Purpose and Goals:
 - Dive into an image exercise using homework results
 - Have meaningful discussion about the regional voice
 - Understand next steps in this process

Reminder: What We're Working Towards



VISITOR AUDIENCE CONNECTION TABLE OF CONTENTS

- * 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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Today: "Visualizing the Eastern Sierra"

Homework Prompt:

 "Please share up to three images that you feel convey an important message, theme, or story with visitors to the Eastern Sierra.

 Our last meeting got us thinking about this but please don't feel limited to what we've discussed so far.

 You can share any image or photo that communicates something you think is important to include and consider for this effort."

Persona + Opportunity Statement

PERSONA - The Eastern Sierra Visitor:

This person is motivated by the enjoyment and the experience of time spent outside, regardless of whether they are exploring for the first time or going the distance to be distanced.

This visitor balances their personal ways of connecting to the outdoors with community or family-oriented activities. This includes a wide variety of outdoor activities and ways of accessing them.

They seek out beautiful and unique natural resources throughout the region.

This visitor sees the Eastern Sierra as a special place where they seek connection to the land, family, friends, ancestors, history, tradition, or themselves. The importance of these experiences compels them to leave their regular environment and spend their time, energy, and money in their pursuit.

While this person looks for connection in ways that are specific to them, they may or may not be aware of the complex history of the region or the realities and experiences of other visitors and local residents.

They expect to be able to re-create their positive experiences in the Eastern Sierra, and that the Eastern Sierra will always be here for them.

OPPORTUNITY STATEMENT:

By working together as a network of regional organizations, we strive to leverage sought after recreation experiences in the Eastern Sierra and emotional connections to the region for the purpose of preparing and educating both visitors and residents to embody a respectful mindset, promote visitor dispersion, and motivate stewardship behaviors, directly contributing to the sustainability of natural resources and gateway communities.

Themes

MEETING #4, EXERCISES RESULTS:

FOUR THEMES WERE SYNTHESIZED OUT OF THE "WORDS" AND "MESSAGES" EXERCISES

- RESPECT APPRECIATION STEWARDSHIP
- ESCAPE ADVENTURE SURPRISE
- MEMORY TRADITION CONNECTION
- EXPANSIVE DRAMATIC TIMELESS

Introduction to Today's Exercise

Breakout Room Exercise

What we want to do in our 30 minutes...

- Review our set of images
- Think about how they align with our theme
- Brainstorm and discuss
- Not about building a marketing campaign / selecting the perfect images
- Not about which images you like or don't like.

It is about identifying what kinds of images convey our themes and what elements of the imagery succeed in communicating those ideas.

Report Out Results

Summary of the Day & Next Steps

- Today's achievements will be added to the package
 - Homework via email
- Upcoming Meetings:
 - Meeting #6: Thursday, October 15, 2020, 1:30 PM
 - Meeting #7: Thursday, December 3, 2020, 1:30PM
 - Meeting #8: Thursday, Februrary, 18, 2021
- Update: Community Projects Page

Thank You!

Next Up - Meeting #6 October 15
"Channels"

