



**Visitor Connection Working Group
Meeting 7 Review of the “Visitor Connection Package”
December 3, 2020 Agenda**

Meeting Goals: Affirm the “Visitor Connection Package” (VCP)

- I. Land Acknowledgment – Chelsea**
- II. Welcome & Housekeeping – 5 minutes - John**
 - a. Agenda Review
- III. Introduction to the Day– 5 minutes - Carl**
 - a. VCP Review Process
- IV. Review of VCP – 25 minutes – Kiersten**
 - a. Cover Page
 - b. Land Acknowledgement
 - c. Table of Contents
 - d. Introduction
 - e. Communication Assets
 - f. Connecting with the Eastern Sierra Visitor
 - i. Persona
 - ii. Opportunity Statement
 - g. Framing a Regional Message
 - i. Messaging Themes for the Eastern Sierra
 - h. Visualizing the Eastern Sierra
 - i. Aligning images with messaging themes
- V. BREAK – 5 minutes**
- VI. Review of VCP continued – 45 minutes – Kiersten**
 - a. Implementing the “Visitor Connection Program”
 - i. Necessary Components
 - ii. Guiding Principles
 - iii. Phased Action Plan
 - b. Conclusion
- VII. Discussion– 20 minutes – Carl & John**
 - a. General Impressions?
 - b. What’s Missing? What would improve the VCP?
- VIII. Wrap up – 5 minutes – John**
 - a. Upcoming: Presentation to ESCOG, Strategy Development
 - b. Group Zoom Photo
 - c. **Final Meeting:** Meeting 8: Thursday, February 18th, 2021
 - i. Provide project recommendations, determine next steps for this group

