



**Visitor Connection Working Group
Meeting #1: December 11, 2019
Cerro Coso Community College - Mammoth Lakes Campus, Room #209
101 College Parkway, Mammoth Lakes, CA**

Purpose of Meeting and Desired Outcomes: *The purpose of this first meeting is to provide an overview of the “Connection to the Eastern Sierra Visitor Audience” track of the “Sustainable Recreation and Tourism Initiative”, and to get to know each other, clarify what is being asked of the Working Group, and outline how we will work together throughout the process*

1. Welcome & Introductions

- a. Introducing: The Team – *Kristy Williams*
- b. Introducing: The Eastern Sierra Sustainable Recreation Partnership and the Sustainable Recreation and Tourism Initiative – *John Wentworth*
- c. Introducing: Carl Ribaldo and the Working Group – *Carl Ribaldo*

2. “Connection to the Eastern Sierra Visitor Audience” – *Carl Ribaldo*

- a. Program of Work – The Deliverable
 - i. What is the End Game?
 - ii. What Does Connection Mean
 - iii. The Strategy Process
 - iv. Deliverable: Connection to the Eastern Sierra Visitor Audience
- b. Housekeeping – *Kristy Williams*
 - i. Meeting Schedule
 - ii. Meeting Location

3. Next Steps - *Carl Ribaldo*

- a. Homework & Expectations
 - i. Resource Library: <https://mltpa.org/essrp/essrp-sustainable-recreation-and-tourism-project/essrp-visitor-audience/visitor-audience-library/>
- b. Action Items

4. Adjourn

