



[www.SierraNevadaGeotourism.org](http://www.SierraNevadaGeotourism.org)

## About the Local Geocouncils

The Sierra Nevada Geotourism project will have one overarching Sierra Nevada Wide Geocouncil, and four Local Geocouncils (one for each phase are: Yosemite Gateway/Byways, Tahoe Emigrant Corridor, Southern Sierra and Northern Sierra Cascade).

The Local Geocouncil will be a group of around 11-15 members who represent both the geographic and sectoral diversity of the region. It is likely that a few members from each Local Geocouncil will serve on the Sierra Nevada Wide Geocouncil. The Local Geocouncil will organize itself (likely assign roles) to reach maximum affectivity, with aid from the project management team.

### Roles and Responsibilities:

1. Outreach – Before nomination phase: increase awareness, understanding and support of the geotourism project. Plan and deliver launch of nomination phase. During nomination phase: outreach to collect nominations (see #2 below).
2. Asset mapping (collect nominations) – Plan, spread the word and hold forums to collect nominations. Schedule and attend other local events to collect nominations. Plan and implement other strategies to collect nominations. Maintain events calendar.
3. Review phase region nominations – Coordinate work with the geotourism editor to ensure the nominations are complete and accurate. Likely advise the National Geographic Society on which nominations to include in the regional map. Aid in identifying themes. Recognize gaps (geographic and/or sectoral) in nominations and work to fill those gaps.
4. Aid in fundraising efforts - especially focused on local asks requesting resources necessary to collect nominations / hold forums (i.e. facilities, materials and human power)
5. Consider and implement goals such as expansion of the geotourism concept to underserved communities.

Geocouncil members should represent a wide range of interests including: historic preservation and natural conservation; tribes and ethnic communities; arts and culture; tourism and destination management; agriculture and local businesses; civic and nonprofit groups; local government and land management.

The Geocouncil's activity should promote the interests of Sierra communities, follow good conservation practices and foster responsible economic development. The Geocouncil encourages appropriate tourism in appropriate places, and discourages inappropriate tourism in unsuitable places.



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The Geocouncil should subscribe to the principles embodied in the Geotourism Charter and in the geotourism definition:

*Tourism that sustains or enhances the geographical character of a place – its environment, heritage, aesthetics, culture and well-being of its residents.*

Geocouncil activities are intended to serve as a catalyst for local communities: to help them discover their own distinctive tourism assets and to provide an economic incentive for protecting them.

**Characteristics of a well-suited Local Geocouncil member include:**

- Connected, especially to local events and local organizations
- Volunteer capacity (for asset mapping events, reviewing and selecting nominations)
- Collaborative
- Dedicated to the mission
- Fundraising ability
- Ability to carry out Local Geocouncil roles such as outreach and asset mapping

**Estimated Time Commitment**

The time commitment of a Local Geocouncil member will vary through different stages of the project, and will vary according to how much time a member is willing to devote to the project. Before the nomination period (about 2 months) and during the nomination period (3 months), Local Geocouncil members commit an average of about 1-4 hours per week on the project, including a 1-2 hour phone meeting every other week. Time commitments taper after the nomination period. Additionally, Local Geocouncil members are asked to attend about 3-5 meetings, which often last a full day, over the course of the entire project.

The bulk of the Local Geocouncil work will be surrounding the asset mapping efforts, and will not extend into the future unless the Geocouncil chooses to do so on their own. (On the other hand, the Sierra Nevada Wide Geocouncil will function both during the asset mapping effort and after the geotourism map is complete, sustaining the project and vision into the future.)

**Dates**

Since the project is constantly evolving, and we strive to meet the availability of our Geocouncil members, dates are not set in stone. Estimated dates of each phase area's nomination period are shown below. Local Geocouncil members should be available before and during the nomination period in their phase area.

Phase Area	Nomination Period
Yosemite Gateway/Byways ( <i>Amador, Calaveras, Tuolumne, Mariposa, Madera, Alpine, Mono, Inyo, El Dorado</i> )	August – October 2009
Tahoe Emigrant Corridor ( <i>Nevada, Placer, El Dorado, Washoe, Douglas, Carson City</i> )	June – August 2010
Southern Sierra ( <i>Madera, Fresno, Tulare, Kern counties</i> )	January - April 2011
Northern Sierra Cascade ( <i>Sierra, Yuba, Butte, Plumas, Tehama, Shasta, Lassen, Modoc</i> )	June – August 2011