

COMMUNITY VITALITY MEETING (Ag, Arts, Local Foods, Recreation, Tourism)

Notes from October 23, 2014, Quincy Library

Meeting Objective: Explore ideas & share resources for Improved Community Vitality of Plumas-Sierra residents & visitors by building bridges (strengthening relationships) among AgriCULTURE, Arts, Local Food, Recreation, and Tourism + Identify Next Steps

Background: Plumas and Sierra Counties are home to many creative, hardworking, independent and passionate people who genuinely care about this beautiful rural and remote part of the world. Unfortunately, many individuals and groups are working in silos. As a network weaver engaged with different segments of the community, Cooperative Extension saw an opportunity to bring folks together with goal of strengthening relationships among ag, arts, local food, recreation and tourism...for residents as well as visitors. Holly George hageorge@ucanr.edu made initial contacts and facilitated discussion.

WHY this meeting now?...Danna Stroud, SNC, asked the group. Below are some key responses:

- Solidify Regional Identity, have a Unified Voice and Build Leadership
- Want to Save Local Community
- Get Community to Connect to Agriculture in ways it hasn't in the recent past
- Build upon Passion of local Farmers/Artists Authenticity
- Capitalize on talents/expertise/passions of the different groups/individuals in our community, *make a really great fruit salad vs just a collection of good apples, berries, bananas, oranges, etc.*
- Working together we can make better use of our time and energy, ie: 2+2=more than 4

Holly George, UC Cooperative Extension in Plumas-Sierra shared ideas/examples of ag, art, local food, recreation working together to build Thriving Communities ☺

The Wormfarm Institute in Wisconsin coined the term **Cultureshed**. It extrapolates from watershed, a region linked by its surface waters and from a more recent term- foodshed, describing an area that seeks to become nutritionally self-sufficient. They have an Artist Residency program, Culture

CULTURESHED (kul'sher-shed) n. 1) A geographic region irrigated by streams of local talent and fed by deep pools of human and natural history. 2) An area nourished by what is cultivated locally. 3) The efforts of writers, performers, artists, scholars, farmers and chefs who contribute to a vital and diverse local culture. —Jay Salinas

Stands, a Farm/Art D'Tour & a Fermentation Fest (A Live Culture Convergence) <http://fermentationfest.com/>



Food Education Agriculture Solutions Together (FEAST) participants enjoy a locally sourced meal at Oct 17, 2014 event hosted by Plumas-Sierra Community Food Council.

Similar to the French term *terrior*, it conveys the belief that an authentic, compelling culture arises from the particular microclimate, geography and population of a place. This local flavor becomes increasingly valuable as we are more connected globally. Just a click away from almost every kind of culture, there is risk of homogenization that may erase what is distinctive. Cultureshed lifts up the idea that by nurturing a healthy polyculture. We build more vibrant, resilient and thriving places. *Isn't that what we want across Plumas & Sierra?*

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John Muir said “Everybody needs beauty as well as bread.” Planting a seed, cultivating, reaping what you sow---both farmer and artist share these activities. Both are independent, hard-working, passionate and creative people---yep, have you ever seen what a rancher can do with baling wire and duct tape?

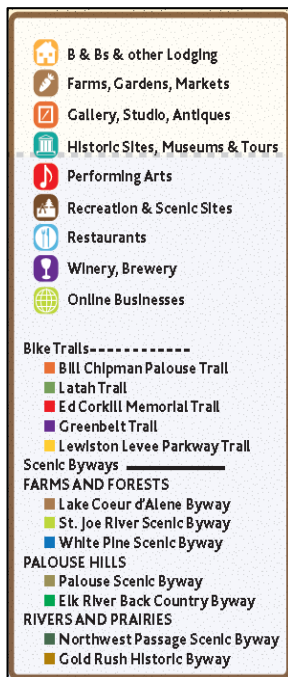
Folks Schools People with varying interests are given a chance to come together through song, art, nature, gardening, cooking, storytelling, crafting, writing, etc. Something we might want to explore-- building upon Community Classes at FRC, Fair U (workshops at the Fairground), Camps at Oakland Camp **People want to Connect, Learn & Create!!** Why not do that in Plumas-Sierra Counties?

- John C Campbell in NC <https://www.folkschool.org/>
- North House Folk School in MN <http://www.northhouse.org/>

Yolo Art & Ag - Cultivates dialogue between artists, farmers and the community to raise awareness of the importance of preserving farmlands & the visual arts in Yolo County.

<http://www.yoloarts.org/programs-and-services/art-ag-project>

- **On Farm/Ranch Art Dates** for artists to access farms/ranches for art



- **ArtFul Plate**, artwork on series of dinner plates sold at county restaurants w seasonally sourced meal...offers residents & visitors opportunity to “have their Art & Ag and eat it too”



- **Seeding Art for Change**, connects youth to their agricultural communities. Students visit a local working farm & draw inspiration to create from their visit.

Two Degrees Northwest: Where Art Meets the Land Building the region’s cultural industries through capacity building, network weaving and cooperative marketing <http://2dnw.org/> (Idaho & Washington)

Goal is to support & create opportunities for art and food-based economic development; to cooperatively market the region’s artists and artisans; and other locally made products such as foods, wines, unique sites, services, and experiences. Links to trail guide listings, events, and downloadable maps of each region. Great idea to build upon Sierra Buttes Stewardship Trails, Art & Barn Quilt Trail, Geotourism, Chambers and others... **be better together** folks can’t go to a zillion websites to find you. We don’t all have resources to create awesome sites.

Birding Pal, <http://www.birdingpal.org/> ...go birding with a pal from around the world. Could we do something similar to help folks connect with each other for Ag, Art, Local Food, and Recreation?

Australia’s Do Something Near You (DSNY) is example of way to help people connect---we could focus on Plumas-Sierra CREATES, <http://www.dosomethingnearyou.com.au/>

2015 Agritourism Statewide Summit, co-hosted by UC Cooperative Extension, tentatively April/Woodland, resources & database <http://sfp.ucdavis.edu/agritourism/>



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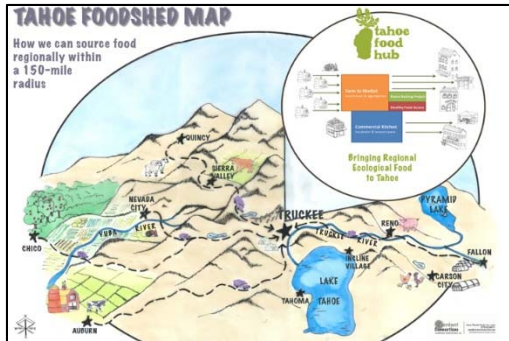
Nicole Benter, nbenter@sierrabusiness.org talked about SBC's Northern Sierra Economic Development Project where they surveyed people about Strengths Weaknesses, Opportunities and Threats (SWOT) ...results will be out by end of 2014. Resources

for Funding (SBDC – SBC Crowd Funding Help)

Kristin York, kyork@sierrabusiness.org Small Business Development Center (SBDC) which use to be at FRC is now at SBC in Truckee; but they'll come to Plumas-Sierra & offer Free 1-on-1 Biz Planning, Space at Feather River College – Set Regional Training, <http://sierrabusiness.org/>

Elizabeth Powell, Five Foot Farm, <http://www.fivefootfarm.com/>, High Altitude Harvest CSA, <http://www.highaltitudeharvest.com/>, PRS, <http://www.plumasruralservices.org/index.html>

- Home Grown Festival – Thompson Valley Ranch, no longer happening as no funds for event coordination. Elizabeth did in the past via grants to Plumas Rural Services (PRS) & organized local food and ag guide which was modified by P-S Community Food Council for Oct 17th FEAST (Food Education Agriculture Solutions Together).



- She and Cody Reed, Five Foot Farm, interested is expanding pumpkin patch opportunities@ farm
- As Sierra Intensive Farmer Training coordinator, she led **Behind the Seeds Farm Tours** this year
- Plumas or Plumas-Sierra Grown image – Logo suggested by High Altitude CSA
- Idea of a Sat. Farmers Market in Quincy is being talked about by some local market gardeners
- Wearing her grower/PRS hat, she is Produce Partner Coordinator with Tahoe Food Hub,

<http://www.tahoefoodhub.org/>, Coordinating Cold Storage @ Feather River Coop in Portola.

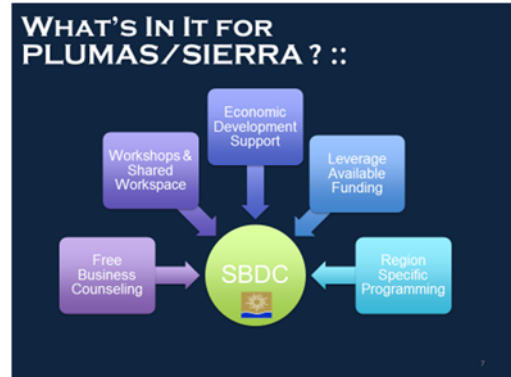
Roxanne Valladao & Kara Rocket-Arsenault, Plumas Arts, <http://plumasarts.org/>

- Plumas Artisan Made “Creation of Your Hands”...hope to have video out by end of 2014
- Plumas-Sierra Grown/Made (Place Based, You Tube Version)
- Sierra Nevada Arts Alliance, <http://placerarts.org/snaa/> (Collaborative alliance of county arts councils in 22 counties of the Sierra Nevada region. **Teaming with tourism & cultural organizations, historical societies, museums & agricultural interests, the members of the Alliance take an active role to attract visitors and to sustain the lively arts communities of the Sierra Nevada.**)
- We need to pride ourselves on our Authentic & Unique experiences, don't try to be Truckee
- Explore Cross-Over Marketing Opportunities- REC-TECH is one of those

Bob Kingman, Sierra Nevada Conservancy, <http://www.sierranevada.ca.gov/> Geotourism website is a collaboration with SBC/SNC. Can host local trainings for nominations to populate site. <http://www.sierranevadageotourism.org/index.php>,



- Children's Outdoor Bill of Rights, <http://www.dbw.ca.gov/BoaterInfo/ChildrensBoR.aspx>



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- Water Trails Map – Chester Area
- Watchable Wildlife Photo Contest, <http://cawatchablewildlife.org/> – Encourage more entries from Plumas-Sierra- current contest open thru 12/31/14
- Limited Grant – Writing Help from SNC---working as a group, once we know our priorities

Anna Harvey, Harvey Farms, Carmen Valley, hosts fiber workshops, farm tours & Basque lamb bbq @ August Farm Day in Sierra Valley. She also opens to locals for shearing, <http://www.annagotwool.com/>



Lorraine Nielsen, Four Winds Farm & fiber artist in Indian Valley, <http://www.fourwindswool.com/> is working on Plumas Artisan Made video. She is also the lead for Feather River Fibershed, <http://www.fourwindswool.com/feather-river-fibershed.html>, plus 'glue' of Mountain Rovers, local fiber spinning group in P-S.

Joelle Breazier, Alliance for Workforce Development, shared info on Business Assistance for Plumas County call 283-1606 or email jbrazier@ncen.org

Solomon Sweeting, SV ag producer, <https://www.facebook.com/SweetingRanch> mentioned Farm Crawls in the mid-West, <http://farmcrawl.com/> as idea we might want to consider-Farm Open House. He also asked that continued efforts for collaborative marketing include Sierra County as well as Plumas.

Follow You Heart Farm, Quincy – shared ideas from Sonoma Farm Trails, <http://www.farmtrails.org/>

Courtney Gomola, Sierra Institute cgomola@sierrainstitute.us Fellows Community Driven Project (Match Skillset in the Community with Needs), <http://www.sierrainstitute.us/>.

Michelle Beaman, Skill Share Faire Cultivate Ideas, Share Talents, & Jumpstart Connections:

- Whatcom Skillshare Faire, WA <http://whatcomskillsharefaire.org/>
- School of Carhartt, *learn skills from real people who want to make a difference* <http://www.skillshare.com/carhartt>
- Washington Young Farmer/Rancher Skill Share <http://www.washingtonyoungfarmers.org/resources/skillshare-workshops/>

Consider doing Barns, Birds & BBQ again coordinate with Feather River Land Trust's Birds, Boats & BBQ and their Heart K event in the fall as well as various Learning Landscapes efforts, <http://www.frlt.org/>

- Farm Stays – Agritourism – Farmers Art (Arts can is part of this)
- Work with SNC to Host Workshop – to Strengthen our Inputs on Geotourism Website
- Need Good Product/Quality Experience to Market – Worthy of Investment
- Cooperative/Collaborative Marketing (little things matter as well as big)
- Longboard Making Class-FRC (Market Building skis and Longboard Race)
- Recreation & Tourism Roundtable
- Tell AG's Story on the Ground
- Include Sierra County in promotion and outreach efforts



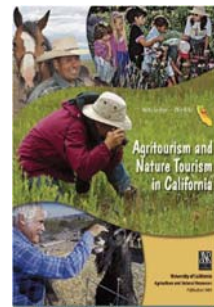
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- Tourism Improvement District (Marketing – has to put heads in beds)
- **Who do we want to attract?**
- Asset Assessments – (Pros/Cons of What We Have)
- Barn Quilt Trail Map, started out with small grant to 4H and local Quilt Guild members
<http://www.plumascounty.org/Things%20to%20See%20and%20do/Barn%20Quilt%20Trail.htm>
- Prioritization (SWOT of Potential Projects)—see separate comments from Danna Stroud
- What we have to have vs. just want to do to move us forward
- **Need Centralization – Unified Voice Together w/Sustainable Funding (Respect & Values)**
- Cross Market and Link Activities, need centralized marketing efforts

POSSIBLE IDEAS

- Farm/Art/Ecology Retreats?
- Workshops to learn about the biz, regs, liability, marketing of agtourism
– CE exploring funding options via Risk Management Education
- Calendar Faces of P-S AG – w/link to Plumas Arts Art & AG Calendar
(2016) Faces of AG Theme
- Classes during the Day from Local Artisans held at different locations around P-S
- Meals by Local Farms
- Art Studio & Farm Tour
- Day of the Dead Pumpkin Patch – maybe with art show, like Home Grown Art Show in Sierraville
- County Calendar of Events as Central Location for finding events
- Create an easy to use, mobile ready, **comprehensive** calendar & website for residents/visitors.
Similar to Sonoma Co. Farm Tours but make it for all Plumas/Sierra authentic events not just AG.
- Have more Art/Photography “Plein Aire” events at farms and Land Trust properties. Partners:
Ranchers, farmers, FRLT, artists, Plumas Arts, SBC, SNC, TNC, Schools, Students, etc..



Connect better with Sierra Buttes Trail Stewardship
<http://www.sierratrails.org/> and FRC Outdoor Recreation
Leadership <http://www.outdoorrecreationleadership.org/>
& Equine Sciences <http://www.frc.edu/equinestudies/>
programs re: collaborative efforts in our communities.



- **Engage local Chambers of Commerce and Resources Conservation Districts** (SV & Feather River)

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- **Establish an online Collaborative Group** like Yahoo Groups, Google Groups or something similar for this topic to house resources, ideas, track conversations, group sharing of pix, etc.

WHAT is in OUR Community ?

Identify Local Assets & Talents: Natural, Built, Human + Existing Events

Next Meeting: Quincy Library – Tuesday Nov 18, 2014 - 1-3pm