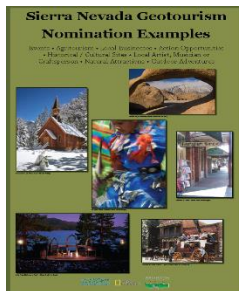


"Lost Sierra Community Collaboration" – Building Bridges Among Agriculture, Arts, Local Food, Recreation & Tourism aimed at Improved Vitality for Residents and Visitors in Plumas-Sierra

Meeting Notes - Nov 18, 2014 – Quincy Library

Holly George, UC Cooperative Extension (UCCE) started the meeting with brief recap of Oct 23rd meeting (notes were handed out to those who hadn't received email copies. She shared interest from participants to pursue several collaborative efforts. **WHY are we here and WHAT do we want to do?** She clarified intent was not to duplicate efforts or create another group of endless meeting; but rather to facilitate collaboration among diverse segments of the community for benefit of residents & visitors.

- Building upon geographic identity of *The Lost Sierra*, we can focus on relationships to cultivate and the 'hidden treasures' across Plumas and Sierra we want residents and visitors to experience.
- She is willing to be a network weaver, facilitate meetings as the larger group deems necessary,
- Lead specific efforts (Farmer/Rancher Skill Share, Farmer-Farmer Tour, Agtourism Workshops) and hopes others will step up to lead things they care about that are 'doable' in the short term.
- She will set up a page on the Plumas-Sierra UCCE website as a central resource for meeting handouts, resources, etc. http://ucce-plumas-sierra.ucanr.edu/Lost_Sierra_Community_Collaboration/
- HOLD April 8, 2015 - Statewide Agtourism Summit- in Woodland-some scholarships will be available.



Lynn Campbell with Sierra Nevada Conservancy is willing to come to Plumas County and teach 3-4 hr workshop to locals interested in learning how to make nominations to the GeoTourism website. Handouts on the steps/process were distributed & are posted on the Lost Sierra Community Collaboration webpage. **Please start gathering photos and compiling short narratives of sites, events, businesses to nominate. Only cost is time to nominate, FREE Promo in Sierra Heritage, VIA, Sunset, etc. <http://www.sierranevadageotourism.org/> We plan to hold a workshop **Thur Feb 19, 2015 from 1-4:30pm at the Quincy Library.****

The group decided they would like a non-Facebook way to communicate. I set up a Google Groups link but the few folks who tried it felt it wasn't going to work for us...so, for the time being, I'll send emails out to group and you can share with others. If you have something to share, please email me and I'll post it. Subgroups are encouraged to share emails among themselves.

Community Calendar of Events/Activities *What is happening where and when? Is there or can there be one central website for residents/visitors to access re: local happenings? WHO is going to maintain it?* Michelle Beaman shared handout of events/activities she compiled after reviewing numerous local websites. Roxanne Valladao demonstrated what she feels are the two best local calendar websites: Plumas Events.Com www.plumascountyevents.com (brought to you by Plumas Arts and County Chambers of Commerce) and Plumas Arts <http://www.plumasarts.org/> Roxanne explained that 'culture' is defined very broadly. If you have an event you'd like added, please email roxanne@plumasarts.org.

After the meeting, Michelle Beaman shared a rural Washington site, www.methownet.com as potential future model, IF funding, staff and commitment to collaborate from various players actually occurred. Color coded calendar based on topic plus Artspot, Photospot, Wordspot, Historyspot and Stories page and Metho Grist with archive of local videos, very nice! Courtney Gamola shared another WA site www.cascadeloop.com. In their 'Maps & Tours' section, they have a page with 'Suggested Tours' as well as a place to create your own tour. Interesting way to alter potential visitors of different opportunities and giving suggestions based on interest; but also allowing them to 'pick their own path'.

"Lost Sierra Community Collaboration" – Building Bridges Among Agriculture, Arts, Local Food, Recreation & Tourism aimed at Improved Vitality for Residents and Visitors in Plumas-Sierra

These might be great ways to tap into and build upon local Scenic Byways, here is link to Feather River [http://www.chamberorganizer.com/easternplumaschamber/docs/FR%20Scenic%20Byway11\(final\).pdf](http://www.chamberorganizer.com/easternplumaschamber/docs/FR%20Scenic%20Byway11(final).pdf)
If you're interested in calendar efforts, contact Michelle, earthsinvitation@gmail.com or Roxanne.

Courtney Gomola, Sierra Institute gave an update and handout about their planned Fellows Program.

Goal is to aid rural mountain communities in developing skills and projects geared toward the challenging task of building capacity. Fellows are college and advanced degree individuals with skillsets that benefit the needs of the community in which they are placed. Fellows are placed in rural communities that have identified a need or project that is desired to improve a current situation. Specifically, these are community-driven projects that benefit from being worked on at the local level and from having an additional resource for their project. The community may not have the skillset needed to accomplish the task, or the community may have the skills needed for a project but may need an extra set of hands or someone to work on the project full time in order to complete it. The fellow is placed in either situation to help the project move forward. A major component of the Fellows Program is sustainability. Fellows are placed in a community for one to two years, but their projects are aimed to be self-sustaining after they leave. Sierra Institute is currently developing this nascent program, and is defining where Fellows will be placed and the roles they will play in the upcoming years.

If you have questions or ideas on how or where a Fellow could be used, please contact Courtney Gomola at cgomola@sierrainstitute.us or 530-284-1022.



Strengths Weaknesses Opportunities Threats (SWOT) ANALYSIS To help participants understand what each other sees as strengths, weaknesses, opportunities and threats relative to building community vitality around ag, art, local food, recreation and tourism for residents & visitors in the Lost Sierra and to prioritize future efforts folks were asked to share their ideas, listed below. **Please rank your top three items in each SWOT category** <https://ucanr.edu/survey/survey.cfm?surveynumber=14290> by Jan

STRENGTHS

- Beautiful Setting
- Fired Up Farmers (Help Folks Fall in Love with Local AG)
- Abundance of Local Artists
- Alliance for Workforce Development & Small Business Development Center working TOGETHER to Grow Outdoor Rec Interests
- Ranching Families Who Have Been on Land 4 Generations
- Young Farmers Who Want to Stay in Plumas-Sierra Counties
- SV Grange Building (300 people) + kitchen (Small meeting room 25-30)
- Gateway for Folks from Reno – ties w/Cattlemen, Cattlewomen, 4H & FFA
- Migratory Birds & caring local Audubon
- Passionate Authentic People (AG, Art & Recreation)
- Access to Abundance of Natural Resources, Outdoor Rec Activities
- Rich Culture and Heritage
- Creative Community in Place
- Not Congested
- Clean Air/Water/Living
- Rural Living Experience
- Safety, Good for Families
- Quiet
- Lots of Events
- Professionals to Connect with Visitors (young and experienced)
- Old Sierraville School
- Clear Night Sky (star-gazing)
- Migratory Birds (Swans, Cranes, etc.)

"Lost Sierra Community Collaboration" – Building Bridges Among Agriculture, Arts, Local Food, Recreation & Tourism aimed at Improved Vitality for Residents and Visitors in Plumas-Sierra

WEAKNESSES

- Lack of Time to Spend on New Projects
- Lack of Common Vision
- Lack of Leadership – Gov't Level
- No Economic Development or Tourism Support at County level
- No Community Development leadership
- Limited Job Opportunities
- Too many are Focusing on Self-Serving vs Communal Interests First
- No Funding for Marketing or Supporting Visitors Bureaus/Chambers/Arts
- Using "Old-style" Avenues to PR Events
- Kitchen (SV Grange) Not Commercial Declining Pop/Inability to Retain Younger Residents
- Quiet (nothing to do)
- We Don't Really Know our "Neighbors" (Folks in community with different jobs, ideas, outlook, etc.)
- Lack of High Speed Internet/Cell Service
- No Public Restrooms
- Safe Access for Bikes
- Restaurants (for 40) on Weekends
- Farm Insurance and other locals
- How do You Identify Cross-Over Event Possibilities
- Get to Know Your Customer
- "Dry" Winters Increase Accessibility for Outsiders to come in/get here

OPPORTUNITIES

- Link Farms, Studios, & Rec Trails (Bike, Snow, Hike, Water, Quilt) to Scenic Byways
- Expand AG Producer List from FEAST (Oct 17th) Post Online
- Incorporate Local AG into Annual Taste of Plumas Events
- Work w/Local Youth – FRC, HS, 4H, FFA etc. to create short videos (90 sec) of Plumas-Sierra Artisans, Farmers/Ranchers. Share stories online.
- Invite New People to Events (New Ideas and Perspective) "Bring A Farmer" or "Bring and Artist"
- Where Folks are Interested Add Open Studio/Farm Stops to Existing Events
- Revive Made in Plumas
- Demand By Millennials for Outdoor Rec Opportunities
- Demand for more Local Organic Produce and Arts/Products
- Collaboration Among Farmers to Increase Sales Outlet
- Grow Cowboy Poetry Event – March
- Grow Garden & Farm Fest Event
- Increase # of Bike Races Staged from SV Grange
- Improve Tourism Outreach and Funding
- Meals on the Farm/Ranch
- TBID Central Tourism Marketing Arm Could Provide Funding
- Link local Events to Extend Stay Cross Counties and Within Counties
- Bike & Farm Tour Cross Over
- Connect Volunteers to needs (Community Connections). How do you get "Outsiders" to connect? *Sierra Buttes Trail Stewards does good job*
- "Make Your Own Way on Sunday" (Where do you get food, fun)
- One Day Event for the Entire Family
- Groupings/Target Areas – Need Calendar (Art, AG and Outdoor Rec)
- Health and Wellness & Natural Splendor (AG & Art Crossover Activities)
- Birding Activities
- Guided Hikes, etc. Audubon
- Increase Attendance at SV Grange (Line Dance Lessons, Diner & Dance (mostly Reno folks))
- Get to know Different Members of Our Community Support Each Other
- Share Skill Sets to Move "Us" Forward

"Lost Sierra Community Collaboration" – Building Bridges Among Agriculture, Arts, Local Food, Recreation & Tourism aimed at Improved Vitality for Residents and Visitors in Plumas-Sierra

THREATS

- People Spend \$ Outside Community vs Keeping it Local
- Membership in Many Organizations is Old & Small in Numbers
- Everyone Else Who is Already Doing It
- Fear of Engaging w/those we don't like
- Regulations
- Liability Insurance Costs
- Lack of Public Restrooms (open year-round)
- Limited Lodging/Restaurants (open year-round)
- Large Scale Commercial Development
- Declining Economic Activity
- Summer Event Focus NEED Year Round
- Remote (hard to get to)
- Turf Issues "Why Can't We All Just Get Along"
- Spread Out Geography (Makes it hard to get from on town to another limits cross-over)
- Winter Accessibility

DOABLE EFFORTS The following were identified as efforts with lead person (hotlink to email)

- 2016 P-S AG/Art Calendar – [Roxanne Valladao](#), [Elizabeth Powell](#), [Holly George](#)
- Common Palette – [Link w/Fair](#), [John Steffanic](#)
- [plumasevents.com](#) – Self Submit Encourage Folks to Contribute to Central Website
- Calendar (Categorize Events, Location, Possible Piggy Back) Brainstorm Linking Events – [Michelle Beaman](#), [Tara Stone](#), [John Steffanic](#), [Roxanne Valladao](#), [Laurie Monroe](#)
- Plumas Arts has Liability Insurance to help "Support Groups Who What to Do Events"
- AG Tourism Workshops – [Holly George](#)
- Farmer Rancher Skill Share – [Holly George](#) Here is link to Farmer/Rancher Skill Share Survey to identify topics <https://ucanr.edu/survey/survey.cfm?surveynumber=14323>
- Network Weaver – Community Educator for Lost Sierra Collaborative – [Holly George](#)
- Farmer to Farmer Tours – [Holly George](#)
- Plumas – Sierra Grown Logo Image Development – [Elizabeth Powell](#)
- Saturday Local (Quincy) Farmer's Market – [Elizabeth Powell](#)
- Behind the Seeds Farm Tour – [Elizabeth Powell](#)
- Sierra Institute Fellows – [Courtney Gamola](#)
- Volunteer Recruit/Coordinator, Opportunities to Volunteer – [Mary Miles](#)
- Health & Wellness Focus – [Emily Webb](#), [Michelle Beaman](#)
- FRC Grant Aps – [Amy Schulz](#)
- Feather River Land Trust Plein Aire Workshops – [Karen Kleven](#)
- Tourism Biz Improve District – Events to bring Heads to Beds – [Ceci Reynolds](#)
- Home Grown Dinner – P.C. Arts – [Louise Young](#), [Michelle Beaman](#)
- 2015 Day of the Dead Event – [Roxanne Valladao](#) & [Five Foot Farm](#), [Elizabeth Powell](#)
- Plein Aire Art – Arts Commission and Gallery – [Karen Kleven](#)
- "Infomatics"/Web – [SierraFreshFood.com](#) – [Laurie Monroe](#), [SierraFoodFresh.weebly.com](#)
- Sierra Buttes Trail Steward Calendar – [Tara Stone](#)
- Combine Art Studio & Farm Ranch Tour
- Oakland Camp (Piggy back with PR)
- Bike Tours, Fishing Derbies, Rodeos
- Host Becoming an Outdoor Woman

Think About Who Do We Want to Attract – Visitor Profile could be created