



Vision. Passion. Community.

Trinity Lake Revitalization Alliance, Inc.

Monday, October 25, 2010

Community input from May 24 and June 28 Mtgs

1) **Marketing** - Lead, Debbie Amoss / Mike McHugh

- Area brochure
- Market to car clubs, scenery tour
- Promote local artists
- Seasonal activities
- Promote area to movie companies
- RV & boat shows, Eureka/Redding
- Promote area to high tech/remote employees, telecommuters
- Brochure for hiking trails, biking, and horseback riding
- More, bigger festivals, bigger venue
- Promote aviation
- Advertise / market vacant buildings
- Create a "big" name brand - Capay Valley, Napa Valley
- Art event, walking tour,
- Survey young people, market to schools, hi tech DSL
- TLRA marketing department/ clearing house/chamber
- Health retreat
- Update web presence with the new activities, Facebook
- Find and leverage existing marketing, eg wineries, ATV companies
- Market events to flying clubs
- Winery tours
- Available housing flyer
- Welcome packet
- Enewsletter

2) **Community Identity** - Lead, Brian Bogdanich

- Visitor kiosk
- Gateway monuments
- Visitor Center
- Name signs for each community - Covington (Covington Mill, Lake Forest, Long Canyon), Trinity Center, Coffee Creek; contact SPI about location
- Kiosk with map of area and brochures
- Park with picnic tables and restrooms

3) **Business to Business** - Lead, Virginia Allin

- Artist Coop
- Telecommuters
- Forest product coop
- Boat tours
- Innovative business ideas
- Need shipping choices
- Market our DSL and beautiful environment to potential business owners
- Relocation information
- Ability to telecommute
- Improve basic infrastructure
- Need things for "modern" people to do
- Businesses that employ people to move here

- Campground that take RVs besides KOA
- Create a forest products coop - sugar pine cones, cedar sachets, BBQ chips, fence posts, firewood, community sort yard; Juniper Ridge website; SPI support
- Outreach and get support from the Superior CA Economic Development Corp
- Get microenterprise loans
- Help businesses write business planes - the nuts and bolts
- Need more commercially zoned property

Challenges

- Ignorance - people that you need to talk to aren't her
- Better management of trails

4) **Outdoor sports** - Lead, Mary Bogdanish and Linda Cunningham

- Snow mobiling
- Snow shoeing
- Heliskiing
- Gold mining/panning
- Camping
- Horseback riding
- Biking trails
- Hold organized hikes, focusing on flowers, birds, foliage, lakes, and photography
- Work with USFS to improve trail signage - lasting material
- ATV map of roads
- Lake hime badges, shirt
- Trail head guide brochures with mileage to different trailheads
- School environmental education field trips; classroom visit followed by a field trip to an easy hike and picnic
- Deepwater channel/marina at KOA
- Golf

5) **Motor Sports / Hunting** - Lead, Steve Mogensen

- Off-roading guides
- Adventure recreation
- Guidebook to sporting
- Jeep rides - Mumbo basin, Ram's Horn
- Plan an annual motor sport event
- Open forest to ATVS, Open gates
- Access to forest for ADA compliance
- Better campground reservation system

6) **North Trinity Lake Education** - Lead, Lynn Hartley

- Community college course on Trinity County history
- Cellphone audio tour
- NTL.com Online
- Natural history of Northern Calif - focus on the "Klamath Knot", interactive TV class thru Shasta College
- Development of a summer "field school", like the Siskiyou Institute - week long classes on location, specific topics; Health Retreat; Elder Hostel
- Update the Trinity Byway map to new technologies - virtual tour, cell phone app
- Make maps available at resorts

- Offer weekly educational walks with docents
- Develop outreach /education with entities like the Jake Jackson Museum
- Historic stage routes
- Develop new technology and application to educate about specific opportunities in the North Lake - trails, historic sites; put app info on NTL.com and in Rec Guide
- Market nationally - Sierra Club
- Outdoor school with camping trips
- Geocaching expeditions

Challenges

- Challenge for a specialty institute will be infrastructure, accommodations, food, transportation, and instructors/docents
- Do not conflict with the tourist season
- New technology applications - who will design, keeping info "fresh" and up-to-date, funding

Vision Statement

- Making North Trinity Lake a destination for year round life-long learning, not just recreation

7) **Infrastructure** - Lead, Don Mullen

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| <ul style="list-style-type: none"> • Airport campground & picnic area • Airport fuel • Rental cars • Community park & picnic area • Internet cafe • Cellphone service in addition to Verizon | <ul style="list-style-type: none"> • A community gathering spot - "Road House" • Build airport trail, extend to marina • History/info markers on airport trail • Cellphone coverage in Coffee Creek • TPUD - electric service • Extended DSL coverage |
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- Community picnic and park area
 - Landscape the entrances to town
 - Create a BBQ picnic area
 - Public bathrooms
 - TC Water Company infrastructure
 - We have cheap power
 - More passing / Turnouts on Hwy 3
 - Taxi service

Community assets

- Passion
- Boating
- Wilderness
- History
- Fishing
- Hunting
- Dark sky county
- Hiking
- Off roading
- Scenery
- Ability to telecommute
- Friendliness
- Closeness
- Airport community
- Retirement area
- Fire departments
- 4 seasons
- DSL Internet
- Access to local government
- Forest
- Local artists
- Alps
- Mountain biking
- Fly-ins
- Peaceful and quiet
- Wildlife
- Safe environment

Roadblocks/Obstacles to Revitalization

- Working wage/retirement affordable housing (check out 800-900sf straw house)
- Jobs
- Opportunities for youth (SMART Business Center)
- Government & USFS interference
- Aging community
- Apathy
- Locals need to buy from and use local business
- Lack of rental housing
- Lack of visitor lodging
- Lack of Restaurants

What else is needed in the area?

- Development / Planned growth
- ADA access
- Bar
- Trail improvement
- Improve camping facilities, more sites, KOA pricing
- Healthier forests, more work in the forest, fuel reduction

Topics with votes from April 2010 Meeting

- Water and forest access (13)
- 4 season recreation (9)
- Restaurants (7)
- Visitor center (7)
- More festivals (5)
- Community activity development - campouts for kids, baseball, knitting, clubs, ride share, senior lunch program, senior home improvement (5)
- Improve telecommunications, cell and Internet (5)
- Local artist promotions (4)
- Develop forest product business. Landowners sell forest products - firewood, pine cones, logs, chips - at a community yard. (4)
- Airport fuel - card lock, transportation service (3)
- Promote aviation (3)
- Contact movie company as a production site (3)
- Aging community (3)
- Innovative business ideas (3)
- Promote telecommuting (3)
- Remove apathy (2)
- Trail brochures (2)
- USFS and government interference (2)
- Airport campground (2)
- Market NTL at boat and RV shows, brochure (2)
- Boat tours (2)
- Fly-ins (1)
- Jobs (1)
- Promote seasonal activities (1)
- Cross country skiing and snowshoeing (1)
- Improve camping opportunities (1)
- Better, longer ramps (1)
- Jobs for families and pre/post retirement (1)
- Picnic ground (1)