Recharge Chester & The Almanor Basin

Recharge Our Community's Economy (ROCE) Workshop Series

Facilitated by: Dan Dever (RCAC), V Al-ag (RCAC), Carissa Patrone Maikuri (Economic Recovery Corps | RCAC), Zachary Gately (Plumas County), and Tracey Ferguson (Plumas County)

Table of Contents

Introduction

Plumas County and Rural Community Assistance Corporation (RCAC) have partnered to work alongside the Chester-Almanor Basin recruitment committee, community members, and business owners to establish strategies that leverage regional assets to create new economic opportunities and support small business while building wealth in the Lake Almanor Basin. Recharge Our Community's Economy (ROCE) is an interactive, hands-on workshop series designed to identify opportunities for local and regional economic development and address existing challenges. The workshop series is held on September 3, October 1, October 29, and November 19, 2025 from 8:00am-2:00pm at the Almanor Recreation Center.

During the workshops, participants:

- Evaluate local assets and community wealth
- Discover new economic opportunities
- Identify community leaders/entrepreneurs to turn opportunities into growth
- Create action plans to transform ideas into solutions

The co-facilitation of this ROCE workshop series by RCAC and Plumas County was made possible with funding from the U.S. Department of Housing and Urban Development Rural Capacity Building Grant program. The series is also supported by The Almanor Foundation, Seneca Healthcare District, and Lake Almanor Area Chamber of Commerce.
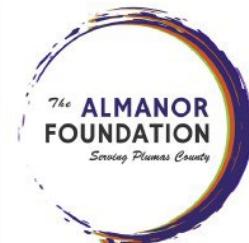
ROCE WORKSHOP #1

September 3, 2025

The purpose of the ROCE workshop one was to create a trusting and open environment, define the community, learn about new community economic development models, identify assets and wealth within Chester and the Almanor Basin, and create a history timeline for the area. There were 12 participants representing business, nonprofit, philanthropy, and community leadership in attendance.

Community Roles

The session began with introductions and defining community roles to understand how everyone has a role in creating change in their community. Of the eight community roles self-identified, Storyteller and Superhero were the most prevalent throughout the workshop attendees. Roles included Community Champion, Resource Mapper (2), Storyteller (4), Gate Opener, Action Driver, Superhero (3) but the group was missing a Rainmaker and Mad Scientist. Some participants were present to gather information and make things happen, because they believe in the potential of the Lake Almanor Basin, want to mobilize the younger generation to be involved, spark change, promote the area, or have history to share.

COMMUNITY CHAMPION
A relationship-building visionary who identifies the community rallying flag and unifies everyone around it

RESOURCE MAPPER
A network builder and organizer who researches, gathers, and maintains connections to community resources

STORYTELLER
A natural promoter who finds, shares, or creates stories that establish and celebrate the rallying narrative for the community

GATE OPENER
A connector and bridge builder who holds open entry points for all, connecting marginalized groups into the wider community

MAD SCIENTIST
A confident catalyst who is willing to lead implementation of experiments that are not yet proven but have significant potential for positive community impact

ACTION DRIVER
A results-focused instigator who keeps momentum building, spurring community leaders from inspiration to action to accomplishment

RAINMAKER
A trusted community leader who has earned the respect, credibility, and clout to influence potential funders or political leaders

SUPERHERO (BONUS!)
A successful entrepreneur or widely recognized icon who inspires locals to pursue big dreams and can engage their unique network to support the community

ROCE Workshop #1 Participants:

1. Anne Kassebaum, Rossannek@gmail.com
2. Brack Green, brack46@icloud.com
3. Brandi Camarena, Seneca Healthcare District & Foundation, bcamarena@senecahospital.org
4. Chelsea Harrison, Lake Almanor Chamber of Commerce, info@lakealmanorarea.com
5. Chelssa Outland, Seneca Healthcare District & Foundation, coutland@senecahospital.org
6. Janelle Orr, The Almanor Foundation, jorr@almanorfoundation.org
7. Josh Huddleston, The Almanor Foundation, jwhudd4@gmail.com
8. Lynn Rafferty, The Elegant Farmer, lynn@theelegantfarmer.com

9. Mark Lilley, Mountain Ventures LLC, mark@mountainventuresllc.com
10. Mary Lilley, Mountain Ventures LLC, mary@mountainventuresllc.com
11. Susan Bryner, The Almanor Foundation, susan.bryner@gmail.com
12. Tom McGowan, Plumas County Board of Supervisors, tom.m.mcgowan@gmail.com

ROCE Workshop #1 Facilitators:

1. Dan Dever, RCAC, dan.dever@rcac.org
2. V Al-ag, RCAC, vernalou.al-ag@rcac.org
3. Carissa Patrone Maikuri, Economic Recovery Corps | RCAC, carissa.patronemaikuri@rcac.org
4. Zachary Gately, Plumas County, zacharygately@countyofplumas.com
5. Tracey Ferguson, Plumas County, traceyferguson@countyofplumas.com

RCAC-Plumas County Collaboration

Rural Community Assistance Corporation (RCAC) is a nonprofit organization founded in 1978 headquartered in West Sacramento, CA that serves the 13 western states. The RCAC mission is to *partner with underserved rural and Indigenous communities to achieve their vision and well-being through technical assistance, training, financial resources and advocacy*. RCAC has programs in Environment (water/wastewater infrastructure), Housing, Community Economic Development (Building Rural Economies- BRE), and Community Facilities and is also a CDFI.

Since 2024, RCAC has been collaborating with Plumas County. As a part of the collaborative work, RCAC is providing facilitation and technical assistance in both Chester-Almanor Basin (through ROCE workshops and beyond) and in Quincy to carry forward the Recreation Economy for Rural Communities (RERC) Action Plan approved by the Board of Supervisors in November 2022. Representatives from RCAC and Plumas County have been coordinating five RERC Goal Groups to advance (1) recreation, (2) tribal collaboration, (3) downtown Quincy revitalization and connectivity, (4) business and economic development, and (5) workforce housing and lodging.

Creating a Trusting & Open Environment

Facilitators highlighted the importance of creating a trusting and open environment for discussion, creativity, and innovation throughout the ROCE process and beyond. Community agreements were established (see below).

Creating a Trusting and Open Environment

- Be open to this experience and each other
- Be authentic - speak your truth without blame or judgement
- Listen attentively and minimize distractions
- Take space and make space
- Respect other's thoughts *even* if they differ from your own
- Notice moments of discomfort and stay curious
- Assume positive intent
- Be open to all communication styles
- Be "All In" - you get out what you put into this process

Defining the Community: Chester & The Lake Almanor Basin

It is important to understand what we all mean by "community". In defining the community, most agreed that this work encompassed the entire Lake Almanor Basin with Chester being the anchor and economic (service) center to the basin. The Lake Almanor Basin includes a radius of around 45 minutes driving and is a diverse community that is changing in demographics. The boundaries of the community can depend on who you are asking- those who live here, those who visit here (could be seasonal), and those from surrounding communities.
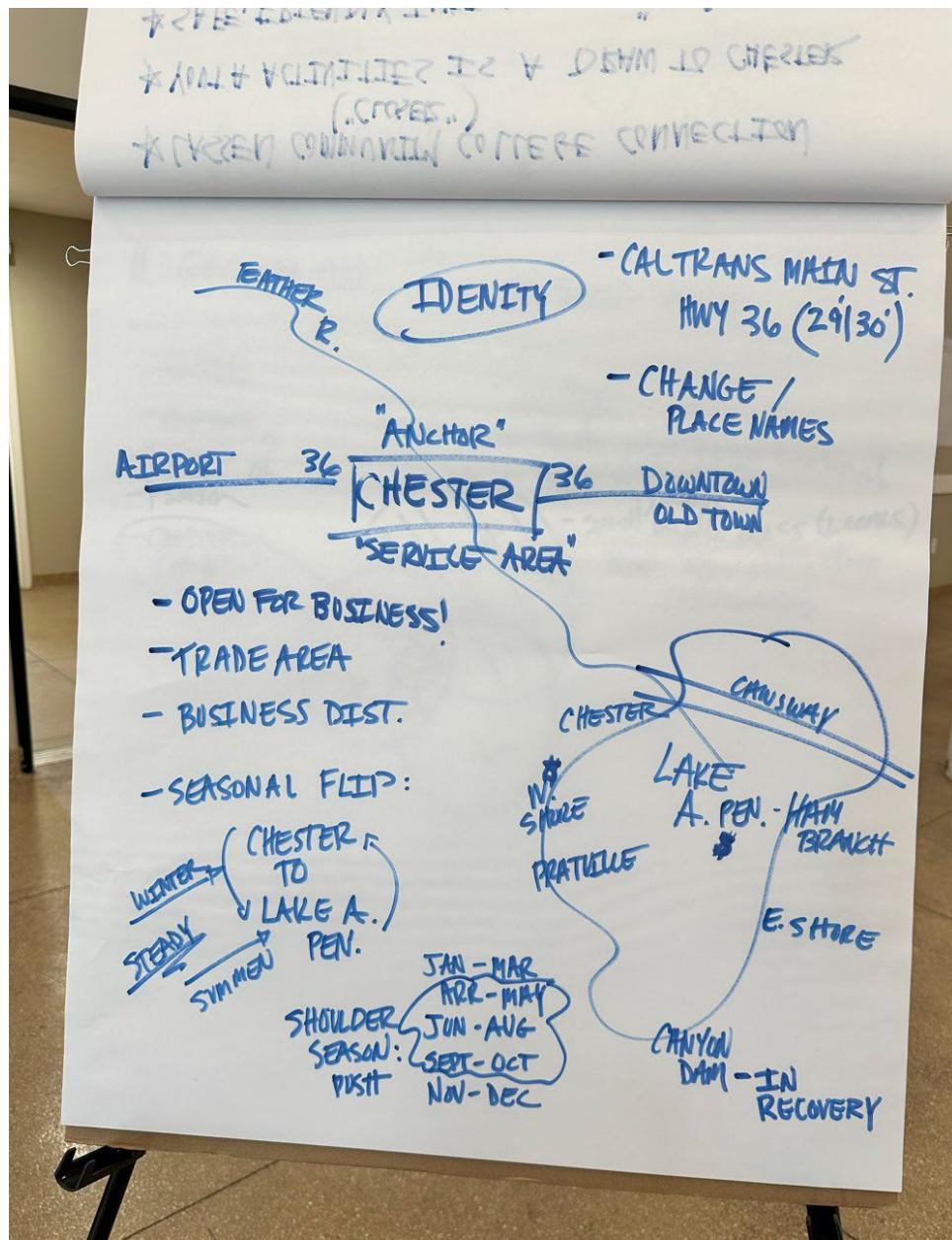
Some participants noted that that there are more than retirees in the area (in comparison to the past) with some families owning a second, third or fourth home there, which can make the community feel transient. Chester & the Lake Almanor Basin is a seasonal community with snowbirds and tourists and families that spend their summers there. There are many opportunities for recreation and family friendly activities, especially for those coming into town from surrounding larger cities. There are many family-owned businesses in the area. Businesses are generating less revenue this year than they typically would during the summer months, with many feeling that the lake road construction is a major contributing factor to the decline.

Those who registered for the ROCE workshop series online answered in one word how they would describe their community. While opinions differed online and in person during the first workshop, responses can be found below. Some participants mentioned that an upcoming main street transportation project and "road diet" can help to redefine the community identity and "quaintness" of the place.

Opportunity
developed Blue-Collar
Friendly Peaceful Quaint Potential Beautiful
Hallmark Rural Hometown
Struggling Changing

The consensus was that the community is **made up of locals** even though it is felt that there are not enough of them to support a thriving community (which has been the case for some time). Participants also agreed that there is a very small middle class of people who can afford to live in the Chester-Lake Almanor Basin area.

Community History Timeline

During the workshop, participants worked in small groups to recall and map critical economic events across four time periods: Pre-1900s, 1900–1950, 1950–2000, and 2000–Present. Working in groups allowed participants to share stories and exchange different perspectives on how history shaped Chester and the Lake Almanor Basin. They identified key infrastructure such as schools, hospitals, airports, bridges, and local industries including lumber, mining, and tourism. Participants also highlighted environmental events, particularly wildfires, that have repeatedly affected the community, shaping both economic activity and daily life.

During the debrief, participants highlighted how events like the establishment of the country club influenced early economic growth, while more recent factors such as climate change, wildfires, and changes to school schedules have directly impacted the tourism industry. They discussed the community's need to adapt tourism offerings from a winter- and snow-based focus to more year-round or alternative experiences, reflecting on how the community needs to continually adjust to environmental, social, and economic changes to sustain local vitality.

Chester, California Community History Timeline

Pre-1900s
- Pre-1800s: Mountain Maidu inhabited the area
- 1854: Plumas County established
- 1867: Dr. William Pratt established Prattville Hotel
- ~1860–1880: Olsen Barn built by Peter Olsen
- 1894: Chester post office opened

Hotel Olsen pre-1900's

1900-1950
- 1909: Prattville fire
- 1914: Lake Almanor formed
- 1920s: Red River Lumber in Westwood
- 1930s: Seneca Reach gold mine active
- 1940: Chester Airport established
- 1943: Collins Pine sawmill operational
- 1944: Fruit Growers Supply Company acquired Red River mill
- 1920–1969: Chester Rodeo held
- 1930: Bridge constructed

Collin Pines Company 1945

1950-2000
- 1950: Country Club / LACC established
- 1950: High School built
- 1954: Hospital built
- 1970: Diversion dam built
- 1970s: Westshore developed
- 1970s: PGE raised Lake Almanor to 4500 ft elevation
- 1970s: Highlands Ranch Resort developed
- 1977: LACC golf course established
- 1980: Plumas Bank opened
- 1990: Owl affects lumber industry
- 1990: Bailey Creek developed
- 1993: National Park closed down ski hill
- 1993: NAFTA timber tax changes affect counties
- 1995: Chester High School wins state championship

Street scene 1966

2000-present
- 2000: California landlord laws impact long-term rentals
- Early 2000s: Stover Mountain closed
- Early 2000s: Dyer Mountain project did not happen
- 2000s: Climate change impacts noted
- 2000s: Dog sled races ended
- 2000s: Online travel agencies reduce local short-term rental revenue
- Mid 2000s: Minimum wage increases impact businesses
- Mid 2000s: School schedule changes impact tourism
- 2007–2008: Housing market economy changes
- 2008: Economy greatly impacted; housing bust
- 2009: Almanor Railroad stopped running
- 2015: Parks & Recreation improvements
- 2019: Record low school enrollment (average dropped from 35 to 17)
- 2020: Covid pandemic; remote workers move to area
- 2021: Dixie Fire
- 2024: Park Fire impacts area

present day Chester

RCAC
www.rcac.org

Learn more at
https://www.visitmineralcounty.com/

Chester, California

Community History Timeline	
Pre-1900's	• Pre-1800s: Mountain Maidu inhabited the area • 1854: Plumas County established • 1867: Dr. William Pratt established Prattville Hotel • ~1860–1880: Olsen Barn built by Peter Olsen • 1894: Chester post office opened
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	• 2020: Covid pandemic; remote workers move to area • 2021: Dixie Fire • 2024: Park Fire impacts area

Community Visioning: Future Timeline & Future Headlines

Building on the historical reflection, participants developed a future timeline, envisioning potential developments, infrastructure, and community growth. This exercise helped connect lessons from the past with aspirations for the future.

Finally, participants moved into "Future Headlines," drafting newspaper-style headlines to illustrate their envisioned successes and priorities for the Lake Almanor Basin. One group even created a mock newspaper, the *Lake Almanor Basin Gazette*, bringing their vision to life in a tangible, creative format. The purpose of these activities was to encourage collaborative thinking, highlight community priorities, and translate ideas into concrete, shared goals, fostering a sense of ownership and excitement for the region's future.

Chester, California
Community Visioning Timeline

Future -2035

Housing & Community Development
- Workforce housing
- Chester housing in town
- Foxwood development: commercial, residential, diverse socioeconomic
- Community incorporation / city status
- Blight enforcement and redevelopment
- Area becomes magnet for young families seeking close community

Education & Workforce
- Huge vocational opportunities (keep youth local, attract others)
- Model for rural schools

Tourism & Recreation
- World-class golf tournament, Pro-Am (Bailey Creek)
- Reopen Stover Mountain, sufficient snow
- Ski economy, snowmobiling
- Fishing tournaments / recreational tourism
- Sierra Buttes trail connection project
- Rec trail around the lake
- Year-round activities for adults & youth 65+
- Family fun center

Infrastructure & Services
- New hospital
- Airport expansion
- Secure internet / fiber optics
- Road upgrades + fiber optics
- Hwy 36 complete street improvements
- Updated park
- Professional service district
- FEMA certification of diversion ditch (Feather River management)
- Infrastructure improvements to adapt to climate-induced winter changes

Economic & Commercial Development
- Pratville commerce on water/docks
- Main Street beautification
- Entertainment district
- Main Street Project 2030
- Merchants' Night (monthly)
- Growth in jobs, services, and family-friendly activities
- Relevant offerings to attract residents and visitors

Future Vision & Community Assets
- Lakefront development @ Walker Ranch
- Sport facility (indoor)
- Year-round recreation and tourism
- Adapting tourism and economy to changing climate conditions

RCAC www.rcac.org

Learn more at
https://www.visitmineralcounty.com/

Chester, California Community Visioning Timeline (Future – 2035)	
Housing & Community Development	• Workforce housing • Chester housing in town

	• Foxwood development: commercial, residential, diverse socioeconomic • Community incorporation / city status • Blight enforcement and redevelopment • Area becomes magnet for young families seeking close community
Education & Workforce	• Huge vocational opportunities (keep youth local, attract others) • Model for rural schools
Tourism & Recreation	• World-class golf tournament, Pro-Am (Bailey Creek) • Reopen Stover Mountain, sufficient snow • Ski economy, snowmobiling • Fishing tournaments / recreational tourism • Sierra Buttes trail connection project • Rec trail around the lake • Year-round activities for adults & youth 65+ • Family fun center
Infrastructure & Services	• New hospital • Airport expansion • Secure internet / fiber optics • Road upgrades + fiber optics • Hwy 36 complete street improvements • Updated park • Professional service district • FEMA certification of diversion ditch (Feather River management) • Infrastructure improvements to adapt to climate-induced winter changes
Economic & Commercial Development	• Pratville commerce on water/docks • Main Street beautification • Entertainment district • Main Street Project 2030 • Merchants' Night (monthly) • Growth in jobs, services, and family-friendly activities • Relevant offerings to attract residents and visitors

Future Vision & Community Assets	• Lakefront development @ Walker Ranch • Sport facility (indoor) • Year-round recreation and tourism • Adapting tourism and economy to changing climate conditions

Future Headlines:

Almanor Basin Hits Record High in new Full-Time Families Moving in!

Lake Almanor Basin becomes World-Class Four-Season Travel Destination! Come Visit Soon!

WealthWorks Introduction & Mapping the Eight Forms of Wealth

WealthWorks is a systems approach and holistic asset-based model to do community economic development. It recognizes that community and the economy are interrelated and interdependent. WealthWorks is also a national network that provides rural communities with

an alternative to "attraction based economic development. There are various tools, instructions, and success stories on their website: https://www.wealthworks.org/.

Overall, WealthWorks focuses on community assets, not deficiencies which maximizes local wealth retention and creation and leads to new small business development. The principles of Wealthworks are to:

1. **Create wealth**, broadly defined, and aspire to do no harm
2. Root wealth in local people, places and firms through **local ownership, control, and influence**
3. **Build lasting livelihoods** by intentionally including people and firms on the economic margins

Wealth encompasses all assets and/or resources that contribute to the well-being of people, places, and economies. WealthWorks categorizes assets into eight forms of wealth including individual, intellectual, social, cultural, financial, natural, built, and political. The eight forms of wealth can be seen below.

The capital	The definition
Individual	The existing stock of skills, understanding, physical health and mental wellness in a region's people.
Intellectual	The existing stock of knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors.
Social	The existing stock of trust, relationships and networks in a region's population.
Cultural	The existing stock of traditions, customs, ways of doing, and world views in a region's population.
Natural	The existing stock of natural resources—for example, water, land, air, plants and animals—in a region's places.
Built	The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places.
Political	The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making.
Financial	The existing stock of monetary resources available in the region for investment in the region.

After watching a short video about WealthWorks, participants discussed what they had heard in the video that is pertinent to our work together in Chester-Lake Almanor Basin. Some of the comments included:

- Creating wealth without destroying it
- Importance of mapping out resources to cross-reference and create a road map
- Community attitudes/sentiments are important and there is a culture of helping your neighbor here in the area- "no one is coming to save us"
- A ground-up approach is the only one that will be sustainable
- Celebrating each other's wins- it is important to uplift each other
- We have the choice to spend local- you can "vote with your dollar"
- Including everyone and retired folks in particular who have a lot of knowledge to share

Community members then went around the room in groups, brainstorming assets for each form of wealth present in the community.

All of the assets identified for the eight forms of wealth can be seen below in the infographic and table. In ROCE Workshop #2, we will continue to build from these eight forms of wealth.

Individual

Artists/creatives, chefs, community leaders, construction, crafters, developers, entrepreneurs, fishermen-anglers, foresters, historians, hospitality, pilots, retired people, risk takers (entrepreneurs), touris influence, volunteers

Intellectual

Book store, brain gain, business acumen, creativity, doctors, entrepreneurs, galleries (of artists), librarian, people with know-how, professional expertise, teachers, the arts, youth

Social

Bingo (2), car show, churches, clubs (2), coffe station, community suppers, community tree lighting, Elegant Farmer, Elks, Friday Night Chill (music and third space), golf courses/19th hole, high/elementary school sports, holiday tour, LACC, Lassen Club, main street market, Merchant's Night (2), Mt. Lassen Theatre, Music Under the Stars, paint & sip, parade & fireworks, Plumas Pines on the Lake, Quilters Guild, Rotary, egg hunt, skating rink, town hall, weddings

Cultural

4th of July Parade, bass tournaments, Bidwell House, boating & lake activities, camping, Carol's Cafe, Chester Park activities, Collins Pine Museum, Collins Trail, craft fair/arts, duck race, family traditions, fishing, fun run, high school sports, hiking, hunting, land aknowledgement, library, museum, Loggers Jamboree- Maidu, Olsen Barn, PCT hikers

8 FORMS OF WEALTH

Financial

2nd home owners, The Almanor Foundation, civic organizations, Edward Jones, grants, natural resources, PG&E funds, Plumas Bank, property tax (68% of county), TOT/TBID $, tourism and visitor $, U.S. Bank

Natural

4 season climate, birding, birds, camping, chipmunks, clean air, fish, fishing, forest (2), hunting, Lake Almanor, Lassen, low light pollution - dark skies, marmot, Mountain Meadows, N. Fork Feather River, Olsen Meadows, PCT Trail (2), Upper Feather River Watershed, water, water on upper side of causeway, wildlife

Built

Bike trails, boat launches, Chester Public Utility District, Fiber 40%, forestry, golf, hospital, hospitality infrastructure, lake, lodging, Peninsula Fire District, Power/FERC stairway of power, Roger Field Airport, trails

Political

Doug LaMalfa (congressperson), Dahle Family (assembly woman/senator), Defuel Lake Almanor Group, Rotary, Unincorporated-ness, Dixie Fire Collaborative, Plumas Association of Realtors, Plumas County Board of Supervisors, PG&E, Seneca Auxillary & Foundation, Chamber, The Almanor Foundation, Forest Service, Lassen Park & Foundation, Friends of Warner Valley

Individual	Artists/creatives, chefs, community leaders, construction, crafters, developers, entrepreneurs, fishermen-anglers, foresters, historians, hospitality, pilots, retired people, risk takers (entrepreneurs), tourist influence, volunteers
Intellectual	Book store, brain gain, business acumen, creativity, doctors, entrepreneurs, galleries (of artists), librarian, people with know-how, professional expertise, teachers, the arts, youth
Social	Bingo (2), car show, churches, clubs (2), coffee station, community suppers, community tree lighting, Elegant Farmer, Elks, Friday Night Chill (music and third space), golf courses/19th hold, high/elementary school spots, holiday tour, LACC, Lassen Club, main street market, Merchant's Night (2), Mt. Lassen Theatre, Music Under the Stars, paint & sip, Quilters Guild, Rotary, egg hunt, skating rink, town hall, weddings
Cultural	4th of July Parade, bass tournaments, Bidwell House, boating & lake activities, camping, Carol's Cafe, Chester Park activities, Collins Pine Museum, Collins Trail, craft fair/arts, duck race, family traditions, fishing, fun run, high school sports, hiking, hunting, land acknowledgment,

|	
	library, museum, Loggers Jamboree- Maidu, Olsen Barn, PCT hikers
Financial	2nd homeowners, The Almanor Foundation, civic organizations, Edward Jones, grants, natural resources, PG&E funds, Plumas Bank, property tax (68% of county), TOT/TBID $, tourism and visitor $, U.S. Bank
Natural	4 season climate, birding, birds, camping, chipmunks, clean air, fish, fishing, forest (2), hunting, Lake Almanor, Lassen, low light pollution- dark skies, marmot, Mountain Meadows, N. Fork Feather River, Olsen Meadows, PCT Trail (2), Upper Feather River Watershed, water, water on upper side of causeway, wildlife
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Political	Doug LaMalfa (congressperson), Dahle Family (assemblywoman/senator), Defuel Lake Almanor Group, Rotary, Unincorporated-ness, Dixie Fire Collaborative, Plumas Association of Realtors, Plumas County Board of Supervisors, PG&E, Seneca Auxiliary & Foundation, Chamber, The Almanor Foundation, Forest Service, Lassen Park & Foundation, Friends of Warner Valley

During a reflection on the activity, we discussed if and how participants' perspective of community wealth had changed and who else would be important to include in this discussion. While many community members were not surprised about the assets that they have in their community because they are very involved, they recognized that they could have come up with even more assets if there were more participants in the room. In a follow-up discussion around who is missing, the list below was developed for outreach:

- Collins Pine school board
- LACC Board
- Lassen National Forest
- Fishing Association
- Maidu Summit Consortium
- Airport manager
- Chester PUD

- Pen Fire
- Church/faith community
- Theatre/Lassen
- Senior/Wildwood (PC CDC)
- Plumas Arts/Blue Goose
- Plumas Bank/U.S. Bank
- Holiday Market

Parking Lot
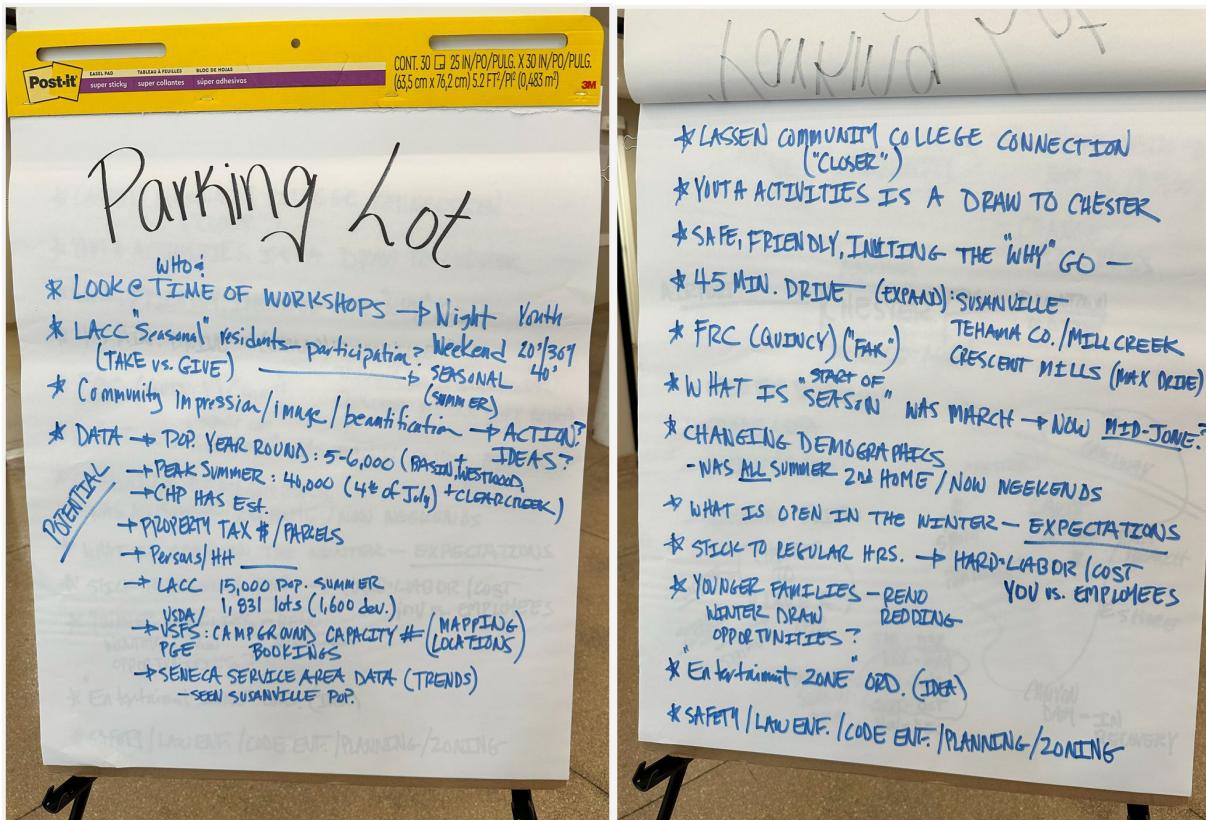
Homework Assignment from ROCE Workshop #1

Invite representatives from missing sectors or identities to the next workshop. You can build from the list of who to invite on page 17. Start thinking about different catalytic community economic development projects that you might want to collaboratively identify, develop, and possibly lead. Reflect on what opportunities or projects you are starting to see emerge? Ask: what are other community members saying?

Looking Ahead to ROCE Workshop #2

During ROCE Workshop #2, we will examine value chains and value chain partners, demand (critical to success), problems and solutions, and start to build out projects and project teams. Projects will utilize existing assets in the community to: support new or current businesses, carry out activities mentioned in planning documents, and/or address needs in the community, to create community wealth. What opportunities do you see in the Chester-Lake Almanor Basin Area? Could all or part of the project be implemented within the next 12 months - 2.5 years?

ROCE WORKSHOP #2

October 3, 2025

The purpose of the ROCE workshop two was to build from workshop one to conduct community asset mapping, and project brainstorming and identification on the path toward **creating viable economic development endeavors that produce community wealth**. 16 participants attended, many of whom were business owners, nonprofit or philanthropic champions, and community leaders. Eight of the participants were new to the process and this was their first workshop.

At the beginning of the workshop, facilitators provided a review of the purpose of ROCE, RCAC's partnership with Plumas County, and what was accomplished and discussed during workshop one (defining roles and the community, historic timeline, visioning, principles of WealthWorks, and the asset analysis- eight forms of wealth).

ROCE Workshop #2 Participants (returning followed by new participants):

1. Brack Green, brack46@icloud.com
2. Brandi Camarena, Seneca Healthcare District & Foundation, bcamarena@senecahospital.org
3. Chelsea Harrison, Lake Almanor Chamber of Commerce, info@lakealmanorarea.com

4. Chelssa Outland, Seneca Healthcare District & Foundation,
   coutland@senecahospital.org
5. Lynn Rafferty, The Elegant Farmer, lynn@theelegantfarmer.com
6. Mary Lilley, Mountain Ventures LLC, mary@mountainventuresllc.com
7. Susan Bryner, The Almanor Foundation, susan.bryner@gmail.com
8. Tom McGowan, Plumas County Board of Supervisors, tom.m.mcgowan@gmail.com
9. Dianne Benedictson, TMJ & Sleep Therapy Centre of Northern California,
   drdianne@tmjsleepnorcal.com
10. Kristen Struble, TMJ & Sleep Therapy Centre of Northern California,
    kristen@tmjsleepnorcal.com
11. Jeri Nielsen, President- Seneca Healthcare District & Blue Goose Gallery of Artists
    jlvnielson1@gmail.com
12. Kelly Konzelman, Reconstruction Recovery Advisors, kelly@rraadvisors.com
13. Marty Walters, Plumas County Fire Safe Council, marty@plumasfiresafe.org
14. Vicki Ax, blessingstoyou.v@gmail.com
15. Rachelle McNutt, Gather Home furniture and gifts, rachelle@gatherhome.shop
16. Clint Koble, resident- Hamilton Branch, clint.koble@gmail.com

ROCE Workshop #2 Facilitators:

1. Dan Dever, RCAC, dan.dever@rcac.org
2. V Al-ag, RCAC, vernalou.al-ag@rcac.org
3. Carissa Patrone Maikuri, Economic Recovery Corps | RCAC,
   carissa.patronemaikuri@rcac.org
4. Zachary Gately, Plumas County, zacharygately@countyofplumas.com
5. Tracey Ferguson, Plumas County, traceyferguson@countyofplumas.com

"Our Town" Asset Mapping Activity

After the recap of ROCE workshop #1 and reflecting on the eight forms of wealth in the community, participants engaged in an activity called "Our Town" during which participants mapped out assets, opportunities, seasonal features, and challenges both in Chester proper and the Lake Almanor Basin. Three groups of participants received numbered/colored sticker dots to map out assets on each map (Chester and the Lake Almanor Basin). Each of the colors represented different categories:

- **Orange (assets): existing assets/resources worth celebrating**
- **Green (opportunities): opportunities for growth/untapped potential**
- **Yellow (seasonal): seasonal features or events to highlight**
- **Red (challenges): areas of concern or in need of investment**

The questions for each map differed slightly for each color to spark participants' brainstorming. A separate sheet of paper was used to explain what was being represented by each colored sticker dot.


Questions for Chester proper:

- **Orange (assets): What are key businesses, spaces, or resources that represent Chester's strengths?**
- **Green (opportunities): What are places/spaces that have potential to generate economic or socio-cultural activity?**
- **Yellow (seasonal): What are seasonal events that happen/where are areas that future events could take place?**
- **Red (challenges): Are there any places that need extra attention or investment?**

"Our Town" Asset Mapping Activity – Chester Map Group Responses:

	Group #1	Group #2	Group #3

| Assets	• Medical • Forestry • Mom & Pop Shops • Education	• Collins & Museum • Airport • Seneca Healthcare District • Construction	• Collins • Holiday Market • Hospital • Airport
Opportunities	• Main Street • Education (schools, etc.) • Wetlands • Housing (lots of available/run down properties)	• Lake Almanor Junction • Town Plaza • Conference Center • Racetrack (snowmobile & bike use)	• Airport • Deedee properties • Main St. Entertainment Zone • Park
Seasonal (current and potential)	• Birding • Craft fairs (Bidwell, Collins) • 4th of July • Holiday celebrations	• Stover ski & sled hill • Cooking classes/culinary school • Pump track • Fly-in events	• Main St. (4th of July) • Park (ice rink) • Meadow lot • Meadow Barn
Challenges	• Park • Road maintenance & Infrastructure • Fiberoptics • Marketing outreach	• County Park • Schools • Commercial kitchen • ARPD Funding Stream	• Chester Park • Old town (design guidelines) • Civic center • Memorial hall
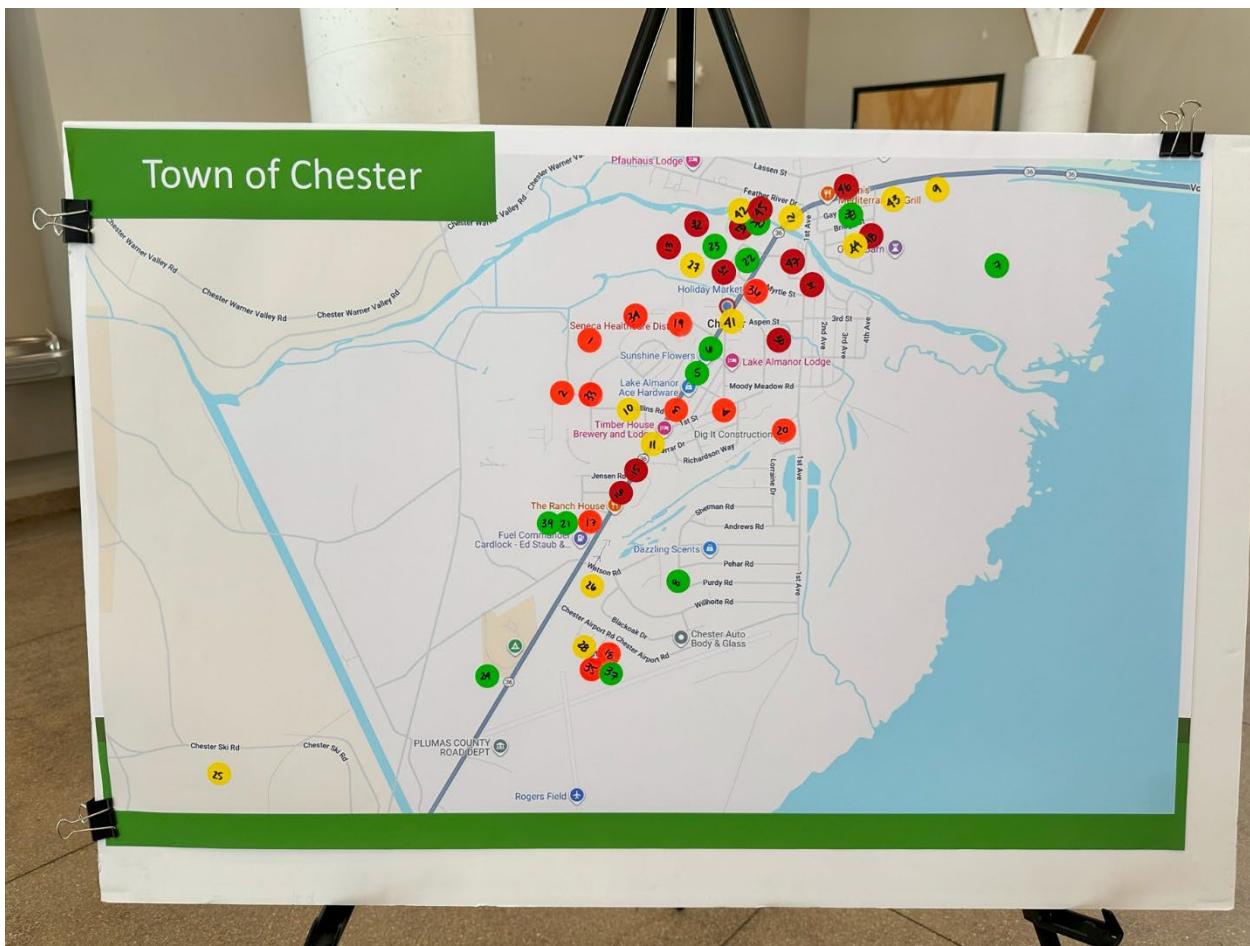
Questions for the Lake Almanor Basin:

- **Orange (assets): What are natural resources or historical assets that matter to the Lake Almanor Basin's wealth?**
- **Green (opportunities): Where do you see opportunities for social or economic potential in the Lake Almanor Basin?**
- **Yellow (seasonal): What are areas of focus for seasonal opportunities for enjoyment (current and potential)?**
- **Red (challenges): Which places are impacted by climate change, lack of access, or other challenges?**

"Our Town" Asset Mapping Activity – Lake Almanor Basin Group Responses:

	Group #1	Group #2	Group #3
Assets	• Olsen Barn • Lake Almanor • Mt. Lassen • Trails	• Lake Almanor • Lassen National Park • Olsen Barn • PCT	• Lake Access (levels and boat ramp) Campgrounds • Lassen National Park • Fishing Association
Opportunities	• $ to market • Public access to lake • Increase success to our seasonal assets	• Recreation Trail • Transportation Tech/eCab (autonomous taxis) • Rental car & uber business • iRobot staffing business	• Coppervale • Lot at 36 & 89 (venue for events) • Maidu lands in basin • Canyondam & Eastshore/147 development
Seasonal (current and potential)	• Winter sports • Park (roller rink/hockey) • Events (live music etc.)	• Golf courses • Water recreation • Connected communities trails • Almanor Basin Visitors' Guide	• Stover • Trails project • Rodeo – lot at 89 & 36 • High fence hunting
Challenges	• The Lake • Lack of access (snow) • Road access (Caltrans & County) • Seasonal closures of businesses	• Coppervale • Affordable housing • Car charging stations • Staffing	• Consistent winter sport (poker run, clog sled) • Boat launch on Chester side • UTVs main • Canyondam
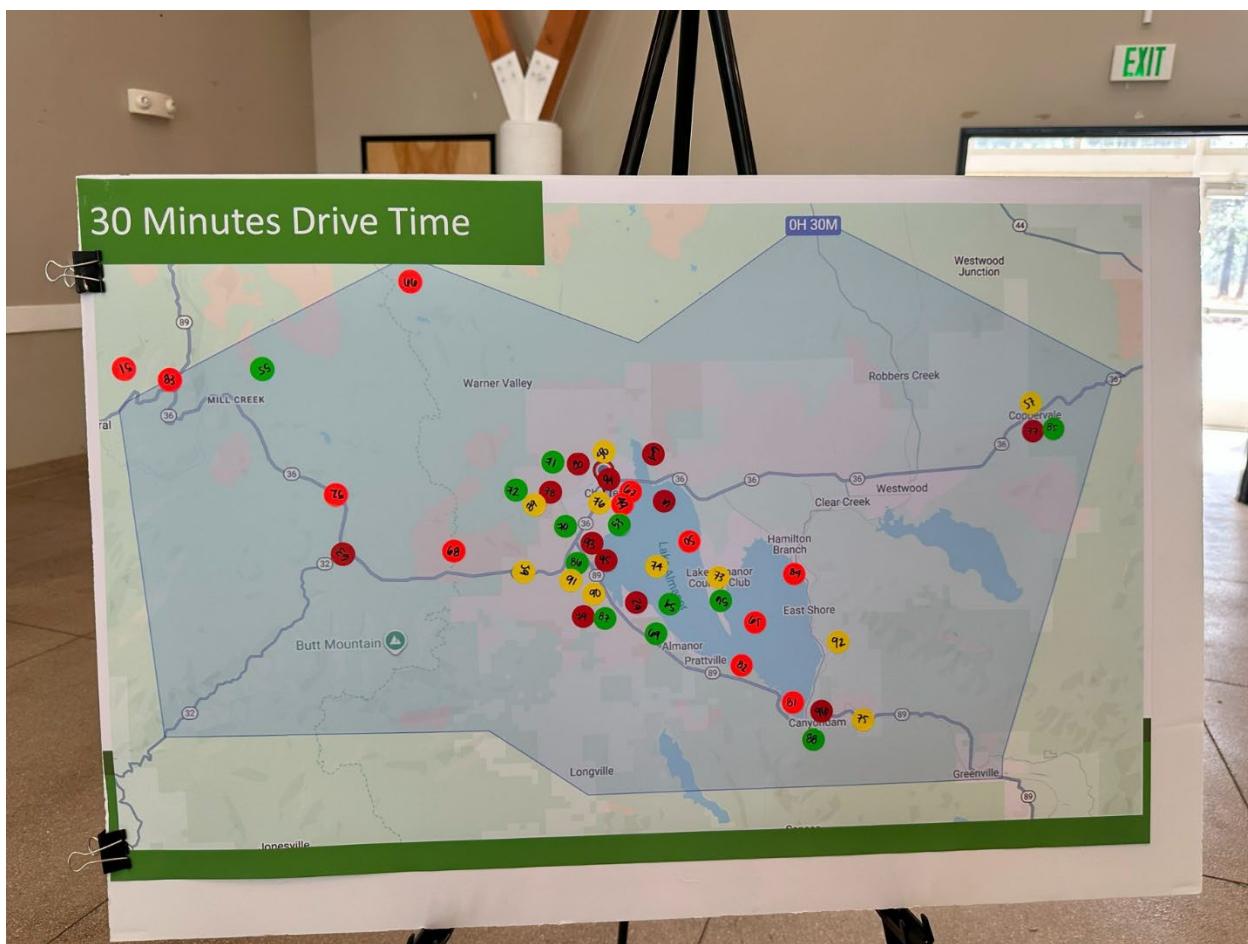
After all of the dots were placed, participants and facilitators had a discussion around four questions. Questions and responses can be found below:

1) *Are there any assets/areas/events already established that have potential for growth or investment?*
   a. Airport, hospital/medical, schools, Holiday Market, construction workers as an asset, fuels reduction
2) *Are there any hidden gems in the area that could be featured as potential economic opportunities?*
   a. Stover- expanding access for recreation, Airport fly-in events (breakfasts for example) - none now, pump track- mountain bike (have plans for it), craft fairs, Collins Pine Lawn- what the community can have beyond craft fairs (maybe a corn hole tournament)- large green space beyond Chester Park, concert or movie night on the green, lawn at the schools
3) *Do you see any potential new business or expansion of business opportunities?*

a. Uber, taxi, rideshare, transport to park, recreational businesses- ebike, biking rentals, kayak rentals, outdoor gear rental (one just sold out and closed)

4) *Are there any challenges that could be addressed by a potential project that we could take on together?*

a. Chester Town Plaza, conference center, comfortable meeting space, Dede's property- has three lots for a potential farmers market location, contractor database- what jobs/bids are available, Chester design guidelines - design review committee

After lunch, participants transitioned to reflecting on assets identified, thinking about sectors and trends, and focusing on opportunities for future projects. Some considerations for projects include whether the project could be implemented within the next 2.5 years, if it would utilize existing assets in the community, and who would take ownership of the project (entrepreneurs, cooperatives, nonprofit organizations, local government, etc.) among others (see below).

Project Criteria

- Are there projects identified in previous planning documents?

- Is there ownership identified?

- Can all or part of the project be implemented within the next 2.5 years?

- Will this support new or current businesses?

- Does this utilize existing assets in the community?

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Project Brainstorming Activity

The Project Brainstorming Activity started out with participants taking time individually to write down all of the different project ideas that they could think of (see sticky notes below). Facilitators encouraged participants that **no idea was a bad idea**. Answers were then consolidated for duplicates- those ideas that were repeated can be seen in the colored table below along with all other ideas that can be revisited as time goes on.

Participants' project ideas:
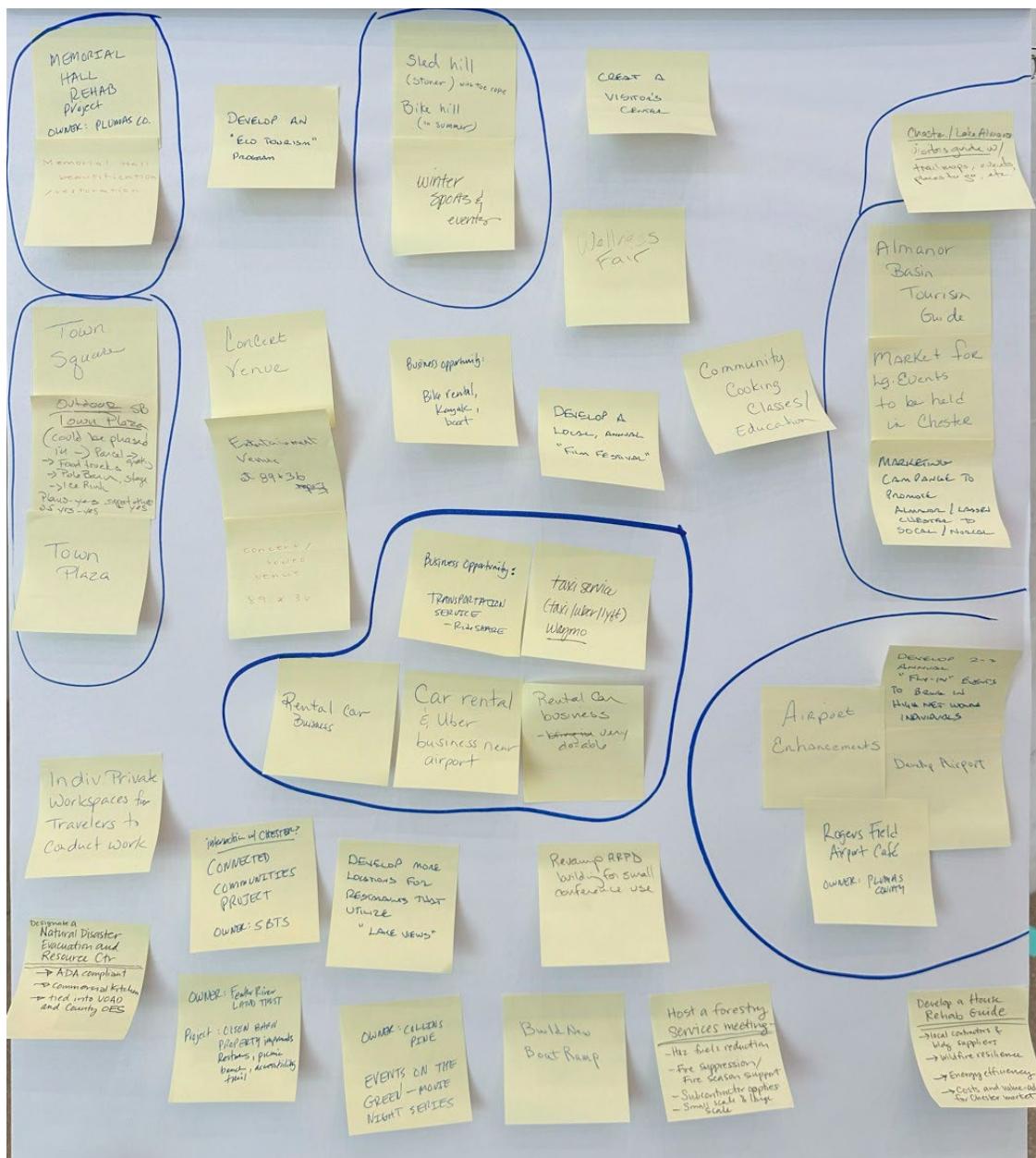
Repeated project ideas:

Memorial Hall rehab project (owner: Plumas County)
Memorial Hall beautification resotration
Sled hill (Stover) with toe rope
Bike hill (in summer)
Winter sports & events
Concert venue
Entertainment venue at 89 & 36
Concert/rodeo venue 89 & 36
Town square
Outdoor SB Town Plaza (could be phased in) parcel, food trucks, pole barn, stage, ice rink
Town plaza
Buiness opportunity: transportation service- rideshare
Taxi service (taxi/uber/lyft), Waymo
Rental car business
Car rental & uber business near airport
Rental car business- very do-able
Chester/Lake Almanor Visitor's guide with trail maps, events, places to go, etc.
Almanor Basin Tourism Guide
Market for large events to be held in Chester
Marketing campaign to promote Almanor/Lassen/Chester to SoCal/NorCal
Airport enhancements
Develop 2-3 annual "fly-in" events to bring in high net worth individuals
Develop airport
Rogers Field Airport Cafe (owner: Plumas County)

All other project ideas:

Develop an "eco-tourism" program	Create a visitor's center	Wellness Fair
Community cooking classes/education	Develop a local, annual "film festival"	Business opportunity: bike rental, kayak, boat
Individual private workspaces for travelers to conduct work	Connected Communities Project (owner: SBTS)	Develop more location for restaurants that utilize "lake views"
Designate a natural disaster and resource center- ADA compliant, commercial kitchen, tied into VOAD and County OES	Olsen Barn property improvements, restrooms, picnic benches, accessibility trail	Events on the Green- movie night series (owner: Collins Pine)

	(owner: Feather River Land Trust)	
Revamp ARPD building for small conference use	Build new boat ramp	Host a forestry services meeting- hazardous fuels reduction, fire suppression/fire season support, subcontractor opportunities, small scale and large scale
Develop a house rehab guide- local contractors and building suppliers, wildfire resilience, energy efficiency, costs and value-adds for Chester market		

Then, workshop participants broke into three groups and decided on three project ideas per group that they would like to move forward. These project ideas (see below) could have come from previous workshop discussions and needs identified during the "Our Town" mapping activity or they could have surfaced new project ideas.

- Group 1 (pink stickies): Wellness Festival, Mt. Lassen Theater for expanded cultural offerings, conferences and live performances, Forestry Services Summit
- Group 2 (teal stickies): Rental cars (like Uber), Small Business Year-Round Recruitment, and Town Square
- Group 3 (yellow stickies): Film Festival, Music Festival, Airport Fly-in, and Town Plaza (including a visitor center, evacuation center, eco-tourism, Almanor Basin guide) *note: this group chose four projects*

These projects were then consolidated (accounting for duplicates) into four different buckets for participant voting. Each participant received three green sticker dots to vote for their top projects. The top results are as follows:

1. Several "event" ideas were forwarded – which the group ended up consolidating under "Event Coordinator". This concept was not fully defined and will be discussed, as will the other ideas, in greater detail in Workshop #3. (also in order of preference [# of votes in brackets]: Airport Fly-in [6.5], Film Festival [2], Wellness Festival [.5], Music Festival, and Forestry Services Summit) = 9 votes
2. Town plaza/square = 8 votes
3. Rental cars/uber = 7 votes
4. Small business year-round recruitment = 3 votes

Homework Assignment from ROCE Workshop #2

The homework from ROCE Workshop #2 is to discuss the top three project ideas (event coordinator, town plaza/square, and rental cars/ride share service) with your neighbors, fellow-business owners, residents, and peers. The questions below can help you to better understand the need for these project ideas:

- Is there demand for the project?
- What problem will this project solve?
- Who has this problem?
- Where should "ownership" reside?
- Who else should be at the next workshop?

Looking Ahead to ROCE Workshop #3

On October 29th for ROCE Workshop #3, we will continue to brainstorm and refine project ideas through value chain mapping and a problem-solution exercise. Project teams will start to form and action planning will commence within the groups. New participants are always welcome.