

Agritourism Advisory Committee

Tuesday, April 14, 2026

3:30 – 5 p.m.

Swantown Inn
1431 11th Ave SE
Olympia, WA 98501

This meeting will be held in person, or can be accessed by Zoom:

<https://us06web.zoom.us/j/7383176397?pwd=CM1rizuLkYbJgoCI0e1B2MTzApmJSR.1>

MEETING AGENDA

3:30 p.m.	Welcome and Call To Order Introduction of Nicole Dela Cruz	Emily Brooks
3:35 p.m. – 4:30 p.m.	Motion to approve reappointment of Mitch Lewis to serve as Chair Approval of Meeting Minutes – Jan. 20, 2026 New Business <ul style="list-style-type: none">- Review of Byway Application – Johnson’s Smokehouse	Emily Brooks Mitch Lewis
	Project Updates <ul style="list-style-type: none">- Digital Programmatic Advertising Summer and Fall 2026- TBB Visitor Kiosk with EDC- Eligible Ag Tourism Businesses – Review of ‘Member Checklist’- Thurston County Fair Participation- Eat Local First	Emily Brooks
4:30 p.m. – 4:50 p.m.	Items From The Floor <ul style="list-style-type: none">- BoCC reviewing Nathan’s reappointment – Emily- Community Farmland Trust Tour (October) – Emily	
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meetings <ul style="list-style-type: none">- August 11 at Summit Farms- November 10 at Sandstone	Mitch Lewis



Agritourism Advisory Committee Meeting Minutes

Tuesday, Jan. 20, 2026

3:30–5:00 p.m.

This meeting was held in person and via Zoom:

Agriculture Innovation Park
16404 Old Highway 99 SE
Tenino, WA 98589



Committee Members Present: Mitch Lewis, Nathan Allan, George Sharp, Jennifer Colvin, Robby Rutledge, Kevin Jensen, Jessie Hill

Committee Members Absent: John Bourdon

VCB Staff Present: Emily Brooks, Heidi Roth

CALL TO ORDER

The meeting was called to order at 3:32 p.m. by Mitch Lewis. The chair welcomed the attendees and provided a brief overview of the agenda. New committee member Jessie Hill from the Olympia Farmers Market introduced herself. Kevin Jensen was introduced as the official Thurston County representative.

APPROVAL OF MINUTES

- The minutes from the Nov. 4, 2025 meeting were reviewed.
- Robby motioned to approve the minutes.
- Jennifer seconded the motion.
- No further discussion; motion carried.

NEW BUSINESS

Review of Byway Application – Colvin Ranch Provisions

- Committee reviewed the Byway application for Colvin Ranch Provisions, inside the Agriculture Innovation Park. Robby motioned to approve as a Byway member, Nathan seconded. Next steps: get them on the Byway website.



PROJECT UPDATES

Digital Programmatic Advertisements

- Emily showed digital ads, noting that the Thurston Bountiful Byway logo will be added, and then will begin running in March. Fall digital advertising will start in August, and examples of those ads will be shown at April meeting.

DOT & TBB Kiosk at Ag Park

- Committee continued discussion about the designation process with WSDOT. Emily let the committee know of the steps needed to follow, and the requirements – one being that the kiosk has to be staffed with a person or digital component from 7 am to 7 pm, 7 days a week, from Memorial Day to Labor Day. We would not be able to have Interstate 5, but can on 507. EOB is in conversations with EDC about getting a kiosk in the Ag Park, and will then decide on designation.
- Discussion was had about Colvin Ranch Provisions rolling out the kiosk on the weekends. Jennifer is on-board.
- Questions were asked if we can have other kiosks that are TBB branded to take to places such as the Thurston County Fair, Farmers Market. Emily let the committee know she would bring it back to the team.

Eligible Ag Tourism Businesses

- Emily gave update that a lot of the businesses along the Byway, that qualify, are already on the Byway! A short list was presented, committee provided feedback and asked to add Jason's Greenhouse and Sandstone Café. Emily will reach out to businesses.
- Discussion was had on the qualifications – such as 5 miles – as the Committee would like to review them at the next meeting.

ITEMS FROM THE FLOOR

County Representative

- Emily provided update that County Manager asked that Kevin be the liaison and sit on committee.

BoCC reviewing Jennifer & George's reappointments and Jessie's appointment

- Emily stated that at the BoCC meeting on 1.20.26 they were all approved within consent agenda.

Meeting with Thurston County



- Emily provided update that we are seeing how we can be more involved and work alongside with the Agriculture Advisory Committee.
- Jennifer asked that Emily be a guest speaker at the next Agriculture Advisory Committee meeting.

Grasslands Art Exhibit

- Heidi provided an update on the art project with WSU Extension. It rolls out in 2026. Suggested that WSU Extension have their event at the Stone City Event Center.

Tour of the Byway

- Emily to discuss having a tour with Committee and County; will connect with Kevin.

Thurston County Fair Participation

- Emily provided an update on having a booth at the Thurston County Fair – the booth has to be staffed most hours. Committee discussion was had and decided that we partner with different organizations that will have a booth to give out our information – WSU Extension, Colvin Ranch and Thurston County.

Additional Discussion

- No additional items from the floor.

Next Meeting Schedule

- Committee asked for April 7 meeting to be moved to April 14 at Swantown Inn.

Date: April 14, 2026 – Calendar invites to be sent.

Time: 3:30–5:00 p.m.

ADJOURNMENT

The meeting was adjourned at 4:28 p.m. by Mitch Lewis and seconded by Jennifer Colvin.