

Agritourism Advisory Committee

Tuesday, Sept. 22, 2026

3:30 – 5 p.m.

Summit Farms
11815 Whitehall Ln 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 Experience Olympia & Beyond Team Committee Next Steps	Mitch Lewis Emily Brooks Shauna Stewart
3:45 p.m. – 4:20 p.m.	Approval of Meeting Minutes – April 14, 2026 Current Project Updates - Digital Programmatic Advertising Fall 2026 - TBB Visitor Kiosk with EDC - Eligible Ag Tourism Businesses – Update - Thurston County Fair Participation - Eat Local First – Food Trails	Mitch Lewis Emily Brooks
	New Projects - Itineraries - Byway Meet & Greet - Digital Programmatic Advertising Summer 2027	Chelsea Taylor Emily Brooks Emily Brooks
4:20 p.m. – 4:50 p.m.	Items From The Floor - Committee Members + Vacancies (Jennifer Colvin + Jessie Hill) - Washington Agriculture Report Overview - County Agriculture Lunch	Emily Brooks Kevin Jensen Kevin Jensen
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meetings - November 10 at Sandstone Distillery	Mitch Lewis



Agritourism Advisory Committee Meeting Minutes

Tuesday, April 14, 2026

3:30–5:00 p.m.

This meeting was held in person and via Zoom:

Swantown Inn
1431 11th Ave SE
Olympia, WA 98501



Committee Members Present: Mitch Lewis, Nathan Allan, George Sharp, Robby Rutledge, Kevin Jensen, John Bourdon

Committee Members Absent: Jennifer Colvin, Jessie Hill

VCB Staff Present: Emily Brooks, Nicole Dela Cruz

CALL TO ORDER

The meeting was called to order at 3:34 p.m. by Mitch Lewis.

HOUSEKEEPING – EOB UPDATES

Emily introduces Nicole as the new Marketing and Communications Coordinator. Emily provided a brief breakdown of EOB's organization restructuring. New members were introduced. Emily shares Shauna is back as interim CEO through August and information about the search for new CEO was shared. Emily shares that she will be out on maternity leave tentatively till mid-August. Shauna and Nicole will be POCs while Emily is out.

REAPPOINTMENT OF CHAIR

There was a discussion on whether to approve Mitch to be reappointed as the chair of the committee. Multiple committee members suggested Mitch continue as chair. No other names were nominated.

- John motioned to reappoint Mitch as the chair of the committee.
- Nathan seconded the motion.
- No further discussion; motion carried.
- Mitch thanks Emily and the committee for support and assistance during his time as chair.



APPROVAL OF MINUTES

- The minutes from the Jan. 20, 2026, meeting were reviewed.
- Robby motioned to approve the minutes.
- Mitch seconded the motion.
- No further discussion; motion carried.

NEW BUSINESS

Review of Byway Application – Johnson's Smokehouse

- Committee reviewed the Byway application for Johnson's Smokehouse. Emily indicated that all but one of the requirements were met – the one being that the business must be within 5 miles of the Bountiful Byway route. Emily shows Bountiful Byway map and where Johnson's is located in relation to TBB. Committee has been asked if they would like to review the requirements at a later date. Discussion is had on reasoning why Johnson's should be included in the Bountiful Byway.
- George motioned to approve as a Byway member, John seconded.
- Next steps: Emily to bring approval of Johnson's Smokehouse to the board.

PROJECT UPDATES

Digital Programmatic Advertisements

- Emily showed digital ads currently running for Summer. Summer ads will end mid-July. Fall digital advertising will start in mid-July, and examples of those ads were shown at the meeting.
- Emily mentioned advocating for digital advertising money for TBB ads during EOB's budget evaluation.

TBB Visitor Kiosk with EDC

- Emily shared updates on how WSDOT is unable to do the sign
- Nicole to work with George, Shauna, and Aslan on getting a branded Visitor Kiosk in the AgPark. The idea is for a brochure rack with Thurston Bountiful Byway information.
- Jennifer agreed to move during the weekends
- Emily and Nicole to meet with Lacey Makerspace to discuss building the brochure rack.

Eligible Ag Tourism Businesses

- Emily inquired about bringing up the requirements to be a part of the Thurston Bountiful Byway to Ashley.



Thurston County Fair

- Emily shared that she discussed with Thomasina about having a rolling rack with information about the Byway and visitor guides at a booth at the fair. Pop up banners with Thurston Bountiful Byway info and QR code will be present as well.
- Emily shared that we would need people to help stock the booth while it is at the fair.
- Nicole to reach out to group if additional coverage to stock the rack is needed.

Eat Local First

- Emily shared that we did a Thurston Bountiful Byway ad in the Community Farmland Trust Farm guide this year.
- Emily shared that Eat Local First will be adding the Thurston Bountiful Byway to the trails section of their webpage. It will include a title, picture, and link to the page about the Byway on EOB's website.

ITEMS FROM THE FLOOR

Olympia Farmer's Market

- Mitch inquired about partnering with the Farmer's Market in getting the Byway to have a booth. Emily shared that the issue is regarding bandwidth and how the market would like to have the booth attended and stocked. Jessie shared with Emily that she had been talking with the booths at the market and sharing about the Byway.

Board of County Commissioners

- Nathan has reapplied to be on the committee. The Board is reviewing the applications.

Community Farmland Trust Tour

- Emily presented at the Agriculture Advisory Committee meeting. Emily chatted with Marcie Weaver about another tour in November and Marcie would like Agritourism to be a part of that tour. Emily to continue conversation about the tour with Marcie.

Next Steps for the Byway

- Emily shared that have been discussed internally and the County if there is Byway product that can be incorporated into the Byway experience.
- Nathan suggested a social media campaign that highlights different Byway partners. Similar to a passport option.

Additional Discussion

- Committee asked Nicole to share a bit more about herself. Nicole shared about her past experience and excitement to be here.

Next Meeting Schedule

Date: April 11, 2026 – Calendar invites to be sent.

Time: 3:30–5:00 p.m.



Location: Summit Farms

ADJOURNMENT

The meeting was adjourned at 4:37 p.m. by Mitch Lewis and seconded by Nathan Allan.