



## Agritourism Advisory Committee

Tuesday, November 7, 2023

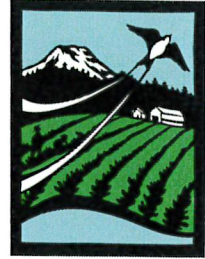
3:30 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/86123089673?pwd=FTmV5dOR0fLaHp1mY1GI4zZ6akvLjE.1>

Meeting ID: 861 2308 9673

Passcode: 500393



### MEETING AGENDA

3:30 p.m. – 3:40 p.m.	<b>Welcome and Call To Order</b>	Mitch Lewis
3:40 p.m. – 4:30 p.m.	<b>Approval of Meeting Minutes – September 26, 2023</b>  <b>New Business</b> Marketing Update – Annette Pitts Committee Meeting Plan 2024	Mitch Lewis
	<b>Project Updates</b> Byway Signage Destination Master Plan	Jeff Bowe
4:30 p.m. – 4:50 p.m.	<b>Items From The Floor</b>	Mitch Lewis
4:50 p.m.– 5:00 p.m.	<b>Adjournment and Next Meeting</b>	Mitch Lewis

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T (360) 704-7544

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*The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.*



## Agritourism Advisory Committee

Tuesday, September 26, 2023  
3:30 p.m.

This meeting was held in a public Zoom room.



### MEETING MINUTES

The meeting was called to order by Chair Mitch Lewis at 3:31 p.m.

### GREETINGS

Committee members present: Mitch Lewis, Nathan Allan, Robby Rutledge, Andrea Levanti, George Sharp, Jennifer Colvin, John Bourdon

Committee members absent: N/A

Visitor and Convention Bureau (VCB) staff present: Annette Pitts, Jeff Bowe

Community members: Jennica Machado, Thurston County Economic Development

### APPROVAL OF MINUTES

- **Mitch Lewis motioned to approve the minutes from the July 29 meeting of the Agritourism Advisory Committee. Robby Rutledge seconded. There being no further discussion, the motion carried.**

### NEW BUSINESS

- New Committee Member. Jeff Bowe introduced Jennifer Colvin of Colvin Ranch as the newest appointee to the Agritourism Advisory Committee. Jeff noted that we now have a full committee with seven members.
- Marketing Update. Annette Pitts reviewed marketing activity for the Byway, to include media visits from Jen Coleman with Scenic Washington putting together a "hidden gems" article for their newsletter; and Kelly Hansen with KING-TV capturing footage during our recent lavender season. Annette reminded the committee that it helps us if all partners are responsive to our requests for content or media visits.
- Destination Master Plan. Annette Pitts reviewed the Destination Master Plan project with consulting firm CSL. The plan will provide a comprehensive and strategic framework that outlines the vision, goals, and strategies for the sustainable development of our destination's tourism sector. Jeff Bowe will be presenting the

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Destination Master Plan concept at the October 18 meeting of the Tenino Area Chamber of Commerce.

### **PROJECT UPDATES**

- Byway Signage. Jeff Bowe presented the two Byway signage options to the group: 1) a window cling; and 2) an exterior aluminum sign. Byway partners can set up an appointment to pick up their free window cling. Orders for exterior signs will be placed this week. The cost is \$50 each and includes shipping directly to the partner. An email went out early in September.

### **ITEMS FOR THE FLOOR**

- Robby Rutledge stated that the farm is open for business but the corn maze did not grow in this year so is not available.
- John Bourdon stated that the hosts of Q13-TV's Studio 13 program will be featuring Sandstone Distillery and Jenni's Wild Heart Sipping Vinegars. Black Friday 2023 will be their 9<sup>th</sup> Anniversary in business.
- Jeff Bowe thanked Mitch Lewis for keynoting the 2023 Sports Awards and encouraged the committee to come see him speak November 9 at SPSCC.
- Jennica Machado stated that Lodging Tax applications will be made available this month with a deadline at the end of December.

### **NEXT MEETING**

- Tuesday, November 7, 2023 from 3:30 p.m. to 5 p.m.

**There being no further business, the meeting was adjourned at 4:28 p.m.**

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