



Agritourism Advisory Committee

Tuesday, September 26, 2023

3:30 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/85645944964?pwd=S4ObCILHugGyPR6afVUW7rzmrBB0to.1>

Meeting ID: 856 4594 4964

Passcode: 825661



MEETING AGENDA

3:30 p.m. – 3:40 p.m.	Welcome and Call To Order	Mitch Lewis
3:40 p.m. – 4:30 p.m.	Approval of Meeting Minutes – July, 29 2023 New Business Welcome New Committee Member – Jennifer Colvin Marketing Update – Annette Pitts Destination Master Plan – Annette Pitts	Mitch Lewis
	Project Updates Byway Signage	Jeff Bowe
4:30 p.m. – 4:50 p.m.	Items From The Floor	Mitch Lewis
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meeting November 7, 2023	Mitch Lewis

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PO Box 1394, Olympia, WA 98507

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

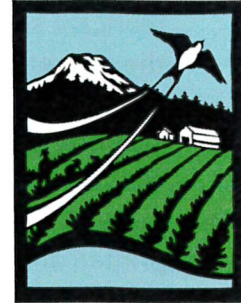


Agritourism Advisory Committee

Tuesday, July 29, 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 3:34 p.m.

GREETINGS

Committee members present: Mitch Lewis, Nathan Allan, Robby Rutledge, Andrea Levanti, George Sharp.

Committee members absent: John Bourdon

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

Community members: N/A

APPROVAL OF MINUTES

- **Mitch Lewis motioned to approve the minutes from the May 30 meeting of the Agritourism Advisory Committee. Nathan Allan seconded. There being no further discussion, the motion carried.**

NEW BUSINESS

- Marketing Update. Jeff Bowe reviewed current marketing activity for the Byway, including specific posts for meetings and events. The VCB also placed an ad in the Community Farm Land Trust Guide distributed at area farmers markets.
- Byway Partner Approval. **George Sharp motioned to approve a Byway application from the Tahoma Vista Fiber Mill & LaVida Alpaca Farm. Mitch Lewis seconded. There being no further discussion, the motion carried.** George suggested that we should create a social media post welcoming them as our newest partner.
- Committee Member Renewal. Jeff Bowe reminded the committee that there is still one vacant seat and invited any referrals. George Sharp's term expires in September; Mitch Lewis and Andrea Levanti's terms expire in July. All were invited to serve another term; Jeff to follow up with the application.

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PROJECT UPDATES

- Byway Signage. The group reaffirmed their interest in having the VCB design and fabricate signage that could be purchased for use by Byway members. The group liked the idea of the Byway logo with a QR code and additional language to indicate that the owner of the sign is an approved Byway partner. These signs would be for use on private property only. Jeff Bowe offered to research the procedure to get signage on County highways.
- Byway Map Reprint. Jeff Bowe reported that the 2023 Byway Map had been updated, printed and that copies were currently in distribution. The VCB hired an individual to deliver maps to hotels and other appropriate businesses.
- Thurston County Fairgrounds. Jeff Bowe reported that the County asked the VCB to create an agritourism display during the County Fair running July 26-30. Jeff stated that he had set up the display earlier in the day (July 29) and included Visitor Guides and Byway Maps for distribution.
- New MOU. Jeff Bowe reported that a new Memorandum of Understanding was drafted for administration of the Agritourism Advisory Committee and submitted to the Board of County Commissioners for approval.

ITEMS FOR THE FLOOR

- Mitch Lewis stated that he has been a vendor at the Tumwater Farmers Market and asked the group for feedback on their experiences and suggestions on how to market. Foot traffic has been low.
- Andrea Levanti invited the group to her two-year anniversary party for InGenius! Art Gallery on Saturday, July 29.

NEXT MEETING

- Tuesday, September 26, 2023 from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned at 4:12 p.m.

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