



Agritourism Advisory Committee

Tuesday, March 26, 2024

3:30 – 5 p.m.

Sandstone Distillery
842 Wright Road SE
Tenino, WA 98589

This meeting will be held IN-PERSON.

MEETING AGENDA

3:30 p.m. – 3:35 p.m.	Welcome and Call To Order	Mitch Lewis
3:35 p.m. – 4:15 p.m.	Approval of Meeting Minutes – January 30, 2024 New Business Marketing/PR Update – Heidi Roth, Emily Lawrence Eat Local First – Jeff Bowe Approval of Byway Applications	Mitch Lewis
	Project Updates Destination Master Plan Byway Referral Program Olympia Farmers Market Kiosk Program Visitor Guide Release	Jeff Bowe
4:15 p.m. – 4:45 p.m.	Items From The Floor	Mitch Lewis
4:45 p.m.– 5:00 p.m.	Adjournment and Next Meeting	Mitch Lewis

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



Agritourism Advisory Committee

Tuesday, January 30, 2024
1-4 p.m.

This meeting was held at Swantown Inn
1431 11th Avenue SE
Olympia, WA 98501
and by public Zoom link



MEETING MINUTES

The meeting was called to order by Chair Mitch Lewis at 1:05 p.m.

GREETINGS

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

Committee members absent: Andrea Levanti

Visitor and Convention Bureau (VCB) staff present: Jeff Bowe, Heidi Roth, Emily Lawrence

Community members: Jennica Machado, Thurston County Economic Development; Ashley Arai, Thurston County Community Planning Manager

APPROVAL OF MINUTES

- **John Bourdon motioned to approve the minutes from the November 7 meeting of the Agritourism Advisory Committee. Robby Rutledge seconded. There being no further discussion, the motion carried.**

NEW BUSINESS

- Agritourism Overlay District Zoning Update. Ashley Arai presented key proposed changes to the Agritourism Overlay District ordinance. She stated that the changes are designed to offer more clarification on land uses for tourism, offering land owners more business opportunities. Public comment was taken January 16; the next meeting of the Board of County Commissioners is February 5.
- Marketing Update. Heidi Roth reviewed the VCB marketing strategy for getting Byway businesses noticed. She's been featuring businesses that are authentic,

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environmentally conscious, connect with nature, support the local community or have a culinary angle. She introduced Emily Lawrence as the VCB's new Senior Public Relations Manager. Discussion ensued.

- Committee Member Terms. Jeff Bowe reviewed the Agritourism Advisory Committee member terms of service, stating that Mitch Lewis and Nathan Allan have submitted applications to renew their service and are pending approval by the Board of County Commissioners.

PROJECT UPDATES

- Destination Master Plan. Jeff Bowe updated the Committee on the next steps for the Destination Master Plan, reporting that the CSL team conducted two visioning workshops for stakeholders and a public comment session January 10-11. The steering committee will be asked to narrow the plan's focus to 5-7 key areas of opportunity for development. CSL will draw up a first draft of the plan within the next couple of months.
- Visitor Guide & Custom Campaign. Jeff Bowe stated that Custom Campaign and Visitor Guide print ad sales will start in the next couple of weeks.

ITEMS FOR THE FLOOR

- The Committee brainstormed ideas to drive more tourists to the Byway in 2024. Ideas included 1) More visitor information at The Olympia Farmers Market and staffing a booth there with volunteers; 2) creating a more robust presence on the VCB website for Byway referrals to apply to be Byway members; and 3) a public relations campaign to encourage more businesses to join the Byway. The VCB staff agreed to look into these three items. George Sharp also proposed a "Sunday Fun Day" series of farm to table events. He will form a subcommittee to look at the feasibility of this project.
- **John Bourdon motioned to host the next meeting of the Agritourism Advisory Committee in-person at Sandstone Distillery. Nathan Allan seconded. Discussion ensued. The motion passed unanimously.**

NEXT MEETING

- Tuesday, March 26 from 3:30-5 p.m. at Sandstone Distillery.

There being no further business, the meeting was adjourned at 3:45 p.m.

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