



Agritourism Advisory Committee

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

Swantown Inn
1431 11th Avenue SE
Olympia, WA 98501

or by Zoom Meeting

<https://us06web.zoom.us/j/87218872301?pwd=m1agpWu7W5HZSjEaFgnJfQP6GnB7TI.1>

Meeting ID: 872 1887 2301

Passcode: 389837

MEETING AGENDA

1:00 p.m. – 1:05 p.m.	Welcome and Call To Order	Mitch Lewis
1:05 p.m. – 2:30 p.m.	Approval of Meeting Minutes – November 7, 2023	Mitch Lewis
	New Business Marketing Update – Heidi Roth Committee Member Terms – Jeff Bowe Agritourism Overlay District Update – Ashley Arai	
	Project Updates Destination Master Plan Visitor Guide & Custom Campaigns	Jeff Bowe
2:30 p.m. – 3:45 p.m.	Items From The Floor Retreat	Mitch Lewis
3:45 p.m.– 4:00 p.m.	Adjournment and Next Meeting	Mitch Lewis

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PO Box 1394, Olympia, WA 98507

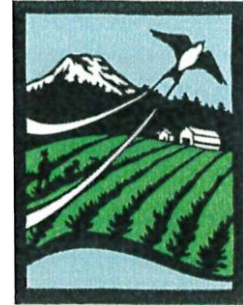
The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.



Agritourism Advisory Committee

Tuesday, November 7, 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: Jeff Bowe
Community members: Jennica Machado, Thurston County Economic Development

APPROVAL OF MINUTES

- George Sharp motioned to approve the minutes from the September 26 meeting of the Agritourism Advisory Committee. Nathan Allan seconded. There being no further discussion, the motion carried.

NEW BUSINESS

- Marketing Update. Jeff Bowe reviewed marketing activity for the Byway to include social media posts and eBlasts as a follow up to Jen Coleman's Scenic Washington blog. The VCB team also completed a familiarization tour with three freelance writers October 18–20 with stops along the Byway.
- Committee Meeting Plan 2024. Jeff Bowe presented a plan for 2024 Agritourism Advisory Committee meetings to follow a last Tuesday of every other month schedule, with the exception of November when the meeting would occur on the second Tuesday. Discussion ensued. The committee agreed that they would like the first meeting of the year in-person at Swantown Inn held as a potluck from 1–4 p.m. with the plan to alternate between Zoom and in-person meetings for remainder of the year. The location of the next meeting would be determined by the end of the current meeting with dates scheduled for January 30, March 26, May 21, July 30, September 24 and November 12. Mitch Lewis motioned to approve the 2024 schedule of meetings for the Agritourism Advisory Committee. Andrea Levanti seconded. There being no further discussion, the motion carried.

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PROJECT UPDATES

- Byway Signage. Jeff Bowe stated that the exterior aluminum signs have been ordered for all who have pre-paid. The signs will be delivered to each customer at their business address. Jeff mentioned that free window clings are available for pick up at the VCB office for those who need them.
- Destination Master Plan. Jeff Bowe updated the committee on the next steps for the Destination Master Plan, reporting that the CSL team conducted IXI interviews and focus groups the week of October 30, with one agritourism focus group held. Discussion ensued. Jennica Machado asked if a complete record of comments would be made available so that the County might have an opportunity to address issues in a timely manner. Jeff to research this. Surveys are being collected through November 12, and the CSL team will be back in January for community-wide visioning groups.

ITEMS FOR THE FLOOR

- George Sharp reminded the committee of the Regional Economic Forecast & Innovation EXPO coming to Great Wolf Lodge, December 7, 8 a.m. – 4 p.m.
- Andrea Levanti invited the committee to attend a free VIP shopping event at Ingenius Gallery & Boutique either November 10 or 17 from 6 p.m. – 9 p.m. • 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 reminded the committee that Lodging Tax applications will be accepted until December 29, and will be reviewed at the end of January for 2024 funding.

NEXT MEETING

- Tuesday, January 30, 2023 from 1 – 4 p.m. at the Swantown Inn.

There being no further business, the meeting was adjourned at 4:16 p.m.

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