



**AGRITOURISM ADVISORY COMMITTEE**  
 Tuesday, January 25, 2022  
 3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/88654030992?pwd=b1lmMUxvaG5pRjNYcVd4dlUyREcwdz09>

Meeting ID: 886 5403 0992

Passcode: 921473

One tap mobile

+12532158782,,88654030992#,,,,\*921473# US (Tacoma)

+13462487799,,88654030992#,,,,\*921473# US (Houston)



**MEETING AGENDA**

3:30 p.m. – 3:40 p.m.	<b>Welcome and Call To Order</b>	Juanita Taurman
3:40 p.m. – 4:30 p.m.	<b>Approval of Meeting Minutes, November 2, 2021</b>	Juanita Taurman
	<b>New Business</b> Marketing Update Introduction of Content & Brand Manager, Heidi Roth	Juanita Taurman, Jeff Bowe
	<b>Project Updates</b> Corridor Management Plan Project Overview Byway Kick Off Event 2022	Mandi Roberts, Otak Jeff Bowe
4:30 p.m. – 4:50 p.m.	<b>Items From The Floor</b>	Juanita Taurman
4:50 p.m.– 5:00 p.m.	<b>Adjournment and Next Meeting</b> March 22, 2022	Juanita Taurman

**EXPERIENCEOLYMPIA.COM**

T (360) 704-7544

P.O. 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 2, 2021

3:30 p.m.

Due to the COVID-19 outbreak, this meeting was held in an open-to-the-public Zoom room.



### MEETING MINUTES

The meeting was called to order by Juanita Taurman at 3:33 p.m.

### GREETINGS

Committee members present: Nathan Allan, Robby Rutledge, George Sharp, Line Roy, John Bourdon, Juanita Taurman

Committee members absent: Josh Stottlemeyer

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

Community members: None

### APPROVAL OF MINUTES

- **John Bourdon motioned to approve the minutes from the September 28 meeting of the Agritourism Advisory Committee. Line Roy seconded. The motion passed unanimously.**

### NEW BUSINESS

- Marketing Update. Jeff Bowe introduced Aly Laris as the new Director of Marketing for the VCB. Jeff shared that Aly has taken over all social media management in her new role. Jeff also acknowledged receipt of a Byway “checklist” from Juanita which we can use to revise bylaws with the County. The VCB is also paying for a promotion in partnership with KING 5 TV (KING 5 Take Over) using supplementary economic development grant funding. The promotion features “characters” from the county with a focus on the Byway. Topics include a “Family Holiday Road Trip” and “Small Town Gems” to be aired the week after Thanksgiving.

### PROJECT UPDATES

- WSDOT Highway Signage. Jeff Bowe shared progress on the gateway signage project. Thurston County is assisting the VCB with finding locations for signs. The VCB is looking to use budget set aside for 2021 to fund the project. Discussion ensued as to possible locations for signs. John Bourdon suggested that we contact the Chehalis Tribe to advertise on their southbound electronic billboard or northbound at Great Wolf Lodge. George Sharp suggested that we work with the Red Wind Casino to wrap buses. He also suggested that we look into purchasing a flatbed truck on which a sign could be attached. Nathan Allan suggested that we inquire as to how to gain access to the Hwy. 12 overpass at Grand Mound/Rochester.

**EXPERIENCEOLYMPIA.COM**

T (360) 704-7544

2424 Heritage Ct. SW Suite B, Olympia, WA 98502

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



- Meetings Schedule 2022. Jeff Bowe suggested that the committee adopt a similar pattern of meetings for 2022; every 4<sup>th</sup> Tuesday at 3:30 p.m. except November (January 25, March 22, May 24, July 26, September 27, November 8.) **Robby Rutledge motioned to approve the proposed 2022 schedule. Nathan Allan seconded. The motion passed unanimously.**

#### ITEMS FOR THE FLOOR

- N/A

#### NEXT MEETING

- Tuesday, January 25, from 3:30 p.m. to 5 p.m.

**There being no further business, the meeting was adjourned by Juanita Taurman at 4:01 p.m.**

**EXPERIENCEOLYMPIA.COM**

T (360) 704-7544

2424 Heritage Ct. SW Suite B, Olympia, WA 98502

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