



AGRITOURISM ADVISORY COMMITTEE

Tuesday, January 31, 2023

3:30 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/81937246288?pwd=eUZhdGFvY3VRd0ljQUtCV2RJeEsxUT09>

Meeting ID: 819 3724 6288

Passcode: 975660



MEETING AGENDA

3:30 p.m. – 3:40 p.m.	Welcome and Call To Order	Juanita Taurman
3:40 p.m. – 4:30 p.m.	Approval of Meeting Minutes – November 8, 2022	Juanita Taurman
	New Business Marketing Update Partner Portal Custom Campaign Kit Committee Member Renewal Update	Juanita Taurman Annette Pitts
	Project Updates Corridor Management Plan Byway Member Events Byway Festival Proposal	Jeff Bowe
4:30 p.m. – 4:50 p.m.	Items From The Floor	Juanita Taurman
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meeting March 28, 2023	Juanita Taurman

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



AGRITOURISM ADVISORY COMMITTEE

Tuesday, November 8, 2022
3:30 p.m.

This meeting was held in an open-to-the-public Zoom room.



MEETING MINUTES

The meeting was called to order by Vice Chair George Sharp at 3:30 p.m.

GREETINGS

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

Committee members absent: Juanita Taurman

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

Community members: N/A

APPROVAL OF MINUTES

- **Robby Rutledge motioned to approve the minutes from the September 27, 2022 meeting of the Agritourism Advisory Committee. Nathan Allan seconded. The motion passed unanimously.**

NEW BUSINESS

- Andrea Levanti was welcomed as the newest member of the committee following Line Roy's resignation.
- Marketing Update. Jeff Bowe updated the group with current marketing activities, to include social media posts and a blog mapping Christmas tree farms in the region and other shopping activities on and off the Byway. A Destination Signals representative is continuing to reach out to Experience Olympia & Beyond partners who are interested in advertising on the website as a value-add.
- Meeting Schedule. Jeff Bowe introduced a meeting calendar for 2023 suggesting that the committee continue with meetings the last Tuesday of every other month with the exception of November, where we would meet the first Tuesday to avoid conflict with the holidays. **Nathan Allan motioned to approve the proposed calendar with the option for in-person meetings. Mitch Lewis seconded. The motion passed unanimously.** Meeting dates are Jan. 31 (at Swantown Inn,) Mar. 28, May 30, July 25, Sep. 26 and Nov. 7.
- Byway Member Event: Jeff Bowe recirculated the idea of Byway member networking events. The committee agreed that they would like to see multiple events in 2023. Suggested locations were dispersed throughout the Byway to be more inclusive: InGenious Gallery & Boutique, Sandstone Distillery, Stottle Winery and Summit Farms. George Sharp stated that past events have featured a 3-minute elevator speech from Byway members signed up for the event in advance. Jeff stated that he

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would write up a proposal for the group to review. The VCB would only be able to facilitate one structured member event. Any others could take the form of informal networking socials.

PROJECT UPDATES

- Corridor Management Plan. Jeff Bowe updated the committee on the Corridor Management Plan (CMP.) A final draft of the plan implementing all public input will be released December 1 via Zoom. All committee members are encouraged to attend. The VCB will implement parts of the CMP as a part of its strategic plan. We will not be able to apply for Scenic Byway designation at this time as Thurston County officials have noted language in the current RCW that restricts development.

ITEMS FOR THE FLOOR

- Mitch Lewis brought up the idea of creating some kind of Bountiful Byway festival which could be an avenue to celebrate agriculture in our region by inviting visitors to explore rural Thurston County. George Sharp suggested that we could organize such an event over National Tourism Week. Mitch stated that he would write a proposal for the group to review at the next meeting.
- Andrea Levanti shared that InGenious Gallery & Boutique is hosting multiple events through Dec., including a Small Business Saturday sales event (Nov. 26) and “Meet The Artist” events through the holidays. Yelm is continuing with Christmas In The Park.
- John Bourdon shared a couple of Tenino’s holiday events; the Holiday Bazaar Nov. 25 and the Christmas Tree Lighting Dec. 2.
- George Sharp shared that Rainier’s Christmas Tree Lighting is Dec. 1.

NEXT MEETING

- Tuesday, January 31, 2023 from 3:30 p.m. to 5 p.m. at Swantown Inn & Spa.

There being no further business, the meeting was adjourned by George Sharp at 4:19 p.m.

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Agritourism Advisory Committee

Chair:	Juanita Taurman
Vice-Chair:	George Sharp
Terms of Office:	Two years from date of appointment
Members:	Seven
Who Appoints:	Board of County Commissioners
Vacancies filled by:	Board of County Commissioners
Compensation:	None
Meetings:	Six per year (once every two months)
Staff Contact:	Annette Pitts, CEO annette@experienceolympia.com

I. Committee Duties:

- a. The committee makes recommendations to the Board of County Commissioners (BOCC) regarding agritourism in Thurston County including but not limited to the Agritourism Overlay District and the Thurston Bountiful Byway.
- b. The committee will work with the Olympia Lacey Tumwater Visitor and Convention Bureau (“OLTVCB”) to develop a Marketing Plan for the Thurston Bountiful Byway.
- c. The committee may review applications from interested businesses, nonprofit organizations, or governmental entities (businesses) for membership in the Thurston Bountiful Byway Map and Marketing Plan. The committee will recommend to the OLTVCB, by majority vote, qualifying businesses for membership in the Byway Marketing Plan based on the criteria below, and in TCC 20.08G Agritourism Overlay District:
 - i. Does the use or activity of the business promote locally grown & produced agricultural products, goods, & services; and



Agritourism Advisory Committee

- ii. Does the use or activity of the business emphasize local rural and agricultural attributes such as local specialty crops, farming and rural culture, native and natural resources, local history, local food networks and relationships, and other elements which highlight the importance of local agriculture; or
 - iii. Does the use or activity of the business entice visitors who could see and experience the value of local agricultural lands to the culture and economy of rural Thurston County and who may purchase locally grown and produced agricultural products, goods and services. These uses are not necessarily directly related to agriculture but could help support the rural and agricultural economy by drawing visitors.
 - d. The committee will provide a list of recommended and qualifying businesses to the OLTVCB.
- II. Qualifications of Board members:** Membership is open to the public. Interested parties may include agritourism business owners, economic development agencies, ecotourism agencies, farmers, tourism agencies, etc. No member of the Thurston County Board of Commissioners shall participate on this committee.
- III. Meetings Open to the Public.** All meetings of the Agritourism Advisory Committee shall be open to the public and subject to the Open Public Meeting Act (OPMA). Each member of the committee shall receive OPMA training before voting on any matters before it.
- IV. Quorum and Role of Alternates.** Alternates will not be appointed to the Agritourism Advisory Committee; 2/3 members must be present to constitute a quorum for the conduct of business.



Agritourism Advisory Committee

CURRENT BOARD MEMBERS

- 1) Nathan Allan**
1431 11th Ave SE
Olympia, WA 98501
Home: 360-753-9123
Cell: 360-489-7753
Date appointed: 01/28/20

Email: nathan@swantowninn.com
Date current term expires: January 2024
- 2) John Bourdon**
842 Wright RD SE
Tenino, WA 98589
Home: 360-264-4894
Cell: 360-239-7272
Date appointed: 12/01/15

Email: john@sandstonedistillery.com
Date current term expires: January 2023
- 3) Robby Rutledge**
302 93rd Ave SE
Olympia, WA 98501
Home: 253-722-4119
Date Appointed: 11/27/2018

E-mail: robby@rutledgecornmaze.com
Date current term expires: December 2024
- 4) George Sharp**
4220 6th Avenue SE, Lacey, WA 98503
Lacey, WA 98503
Main Office: 360-754-6320 Direct: 360464-6043
Date appointed: 10/19/2017

E-mail: gsharp@thurstonedc.com
Date current term expires: September 2023



Agritourism Advisory Committee

5) **Juanita Taurman**
8542 Rhondo Ct SW
Olympia, WA 98512
Home: 360-705-3446
Cell: 360-870-3813
Date appointed: 12/01/15

E-mail: juanitataurman@whca.org
Date current term expires: January 2023

6) **Andrea Levanti**
11545 Snowcap Ln. SE
Rainier, WA 98576
Office: 360-999-9216
Date appointed: 10/13/2022

E-mail: ingeniusgallery@gmail.com
Date current term expires: October 2023

7) **Mitch Lewis**
11815 Whitehall Lane SE
Olympia, WA 98501
Office: 707-540-5567
Date appointed: 7/27/22

E-mail: mitchalewis@live.com
Date current term expires: July 2023