



AGRITOURISM ADVISORY COMMITTEE
Tuesday, July 26, 2022
 3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/86899269404?pwd=d0x3clg4MWgxTDIJMUZb3dHUXNHQT09>

Meeting ID: 868 9926 9404
 Passcode: 906526



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 – March 22, 2022	Juanita Taurman
	Approval of New Member Applications – Tumwater Farmers Market, Summit Farms, Sandstone Distillery	Juanita Taurman
4:30 p.m. – 4:50 p.m.	New Business Marketing Update	
	Project Updates Corridor Management Plan Project – Public Meeting Announcements	Jeff Bowe
	TREAD App Update	
	Byway Map	
4:50 p.m.– 5:00 p.m.	Byway Kick Off Event 2022	
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 September 27, 2022	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, March 22, 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 Chair Juanita Taurman at 3:30 p.m.

GREETINGS

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

Committee members absent: Josh Stottlemyer

Visitor and Convention Bureau (VCB) staff present: Jeff Bowe, Annette Pitts, Christina Costelo

Community members: Josh Cummings (Director, Community Planning & Economic Development at Thurston County)

APPROVAL OF MINUTES

- **Line Roy motioned to approve the minutes from the January 25, 2022 meeting of the Agritourism Advisory Committee. George Sharp seconded. The motion passed unanimously.**

NEW BUSINESS

- New Business. Jeff Bowe introduced Christina Costelo as the new Administrative Specialist who will be supporting all functions at the VCB, and will be helping to organize these meetings as well as attending to take meeting minutes.
- Marketing Update. Jeff Bowe went to all visitor centers and installed new signage, checking in on the Grand Mound and Rochester, and Lacey South Sound Chamber. Everyone at these visitor centers have completed the CTA training. Jeff also shared that there will be a new visitor center that will be staffed by students enrolled at Tumwater High Schools and they will all go through the CTA program. This center will also be a retail location for school apparel, so students will have a workstudy in both retail and tourism. Jeff informed the group that the Bountiful Byway Facebook and Instagram social media accounts will be collapsed into the main Experience Olympia & Beyond social channels. This will help us track success better, but also help to grow awareness as the current EOB social channels have 12,000 followers versus Bountiful Byway's 1,200. Additionally, the first of 4 videos for the Just Beyond campaign are coming out. This will be Bountiful and Beyond, and coming up will be Biking and Beyond. Jeff also reported that 2022/23 Visitor Guide sales are going well. We are taking copywriting, sales and graphics in-house. For the Bountiful Byway map, they are being reprinted with a few new members and a few members lost; the map has not changed much. Annette asked about EV charger availability along the Byway and if there was any value in doing an EV charger marketing campaign.

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Discussion ensued indicating some interest. To conclude the marketing update, Jeff shared that they were continuing to formulate their recommendations and research on Corridor Management Plan.

PROJECT UPDATES

- Byway Kick Off Event. Josh Cummings, Director, Community Planning & Economic Development at Thurston County who also works on permits and planning for the Lacey Fairgrounds, spoke about what could be possible for a Byway Kick-Off event at Savor South Sound (a nonprofit that was previously mostly supported by the VCB). When Annette asked what the intention of the event was, Juanita shared that it was a way for Byway partners to network and get the latest on what everyone is doing, as well as building awareness about the Byway to community members. As it stands with the current Thurston County Fair happening July 27 – 31, there didn't seem to be enough time to organize an event since partner and EOB staff would have to help organize it and there isn't a lot of capacity to contribute as such. Discussion ensued for other options available at the Lacey Fairgrounds such as having booths in a barn for Byway vendors to have their own partner party while also building awareness with people outside of partnership about the Byway and partners involved. Ultimately, the group decided to revisit having an event at the fair in 2023. John Bourdon suggested having a partner event at Sandstone Distillery on Sunday, June 26th from 1 – 6pm with some pop-up tents and a limit of 15 partners. Juanita shared it would be a good idea to put feelers out to partners about their interest.

ITEMS FOR THE FLOOR

- Nathan shared a digital app for making a website and promoting his Inn & Spa, suggesting it could be a good tool for other Byway partners.

NEXT MEETING

- Tuesday, May 24, 2022 from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned by Juanita Taurman at 4:41 p.m.

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