



## AGRITOURISM ADVISORY COMMITTEE

Tuesday, July 27, 2021

3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/86428640780?pwd=aCtKSkRCK05PSWIFS1AvajF1QjlsQT09>

Meeting ID: 864 2864 0780

Passcode: 496706

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### 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, May 25, 2021</b>	Juanita Taurman
	<b>New Business</b> Marketing Update New Member Approval	Juanita Taurman, Jeff Bowe
	<b>Project Updates</b> Byway Bylaws Discussion	Jeff Bowe, Carolina Mejia
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> September 28, 2021	Juanita Taurman

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P.O. Box 1394, Olympia, WA 98507

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

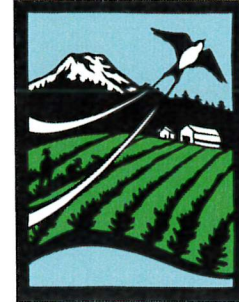


## AGRITOURISM ADVISORY COMMITTEE

Tuesday, May 25, 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 3:32 p.m.

### GREETINGS

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

Committee members absent: None

Visitor and Convention Bureau staff present: Jeff Bowe

### APPROVAL OF MINUTES

- **George Sharp motioned to approve the minutes from the March 23 meeting of the Agritourism Advisory Committee. Line Roy seconded. The motion passed unanimously.**

### NEW BUSINESS

- **Jeff Bowe added five (5) new member applications to the agenda, to be discussed as Items For The Floor.**
- Byway Virtual Tour Report. Jeff Bowe reported on the results of the April 22 virtual tour and opened the discussion up for feedback from the committee. About 50 people attended the tour, with another 12 requesting to view the recording. The recording has since been made available on the Experience Olympia & Beyond website. Nathan Allan suggested that we look into producing a video that can be used to promote the Byway and can be shared by members.
- Marketing Update. Jeff Bowe shared that a new CEO for Experience Olympia & Beyond will be starting on June 7 with a full rollout of a new post-pandemic marketing plan.

### PROJECT UPDATES

- Byway Map. Jeff Bowe shared that the reprint of the Byway Map is in full swing with a scheduled release by the end of June. There had been a bit of a delay in the production as we needed at least three proposals to be able to move forward with a vendor. JayRay, the vendor who produced the last map, was chosen again. The new map will look more like the Visitor Guide, and will list the Chamber of Commerce partners as Visitor Centers with trained Certified Tourism Ambassadors.

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### **ITEMS FOR THE FLOOR**

- The committee approved unanimously five new Byway members: Lost Peacock Creamery, Schmidt House/Brewery Park at Tumwater Falls, Thurston EDC/Bountiful A Marketplace, Whitewood Cider Co. and The Tenino Stone Carvers. Josh Stottlemyer inquired about revisiting the criteria for Byway membership, specifically regarding the hours of operation, to make sure that member businesses are truly open for visitors and available during reasonable hours at least seasonally. Jeff Bowe stated that he would follow up with the County regarding the bylaws.

### **NEXT MEETING**

- Tuesday, July 27, from 3:30 p.m. to 5 p.m.

**There being no further business, the meeting was adjourned by Juanita Taurman at 4:28 p.m.**

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