



AGRITOURISM ADVISORY COMMITTEE

Tuesday, March 22, 2022

3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/83581547259?pwd=cDBIRIVuVkdqYnljZEQzalFZeWhHdz09>

Meeting ID: 835 8154 7259

Passcode: 234178

One tap mobile

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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, January 25, 2022 New Business Introduction of Christina Costelo Marketing Update	Juanita Taurman Juanita Taurman, Jeff Bowe
	Project Updates Corridor Management Plan Project Byway Kick Off Event 2022 Thurston County Fairgrounds Update New Member Application – Tumwater Farmers Market	Jeff Bowe, Joshua Cummings
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 July 26, 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, January 25, 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 George Sharp at 3:30 p.m. Chair Juanita Taurman joined the meeting at 3:33 p.m. and presided over the remainder of the meeting.

GREETINGS

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

Committee members absent: N/A

Visitor and Convention Bureau (VCB) staff present: Jeff Bowe, Annette Pitts, Heidi Roth

Community members: Mandi Roberts (Otak), Katherine Woodhouse (Otak)

APPROVAL OF MINUTES

- **Robby Rutledge motioned to approve the minutes from the November 2 meeting of the Agritourism Advisory Committee. John Bourdon seconded. The motion passed unanimously.**

NEW BUSINESS

- Marketing Update. Jeff Bowe introduced Heidi Roth as the new Content & Brand Manager for the VCB. Jeff shared that Heidi has taken over all social media management in her new role. Jeff reminded the committee that the VCB had switched from a membership-based organization to a partner-based one, meaning that the VCB now promotes all tourism-related businesses with no membership fees. Bountiful Byway status can still only be achieved through the application process, however. Jeff also updated the committee on the status of the new website scheduled for roll out early June. Discussion ensued regarding the website functionality and cost. Jeff will be working to install signage at the official Visitor Information Centers around the county and is engaging local stakeholders for the installation of signage on the Yelm-Rainier-Tenino trail.

PROJECT UPDATES

- Corridor Management Plan. Mandi Roberts and Katherine Woodhouse of Otak presented an overview of the planned Corridor Management Plan (CMP) for Thurston County's Bountiful Byway. The Agritourism Advisory Committee will be key stakeholders in the project along with other community leaders and business owners. The CMP will allow the Bountiful Byway to be designated by the state as an official byway and qualify us for future grant funding.

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- Byway Kick Off Event. Jeff Bowe suggested that the committee make recommendations as to if and how a Byway Kick Off Event might be conducted in 2022. Discussion ensued around the purpose of the event; whether it's intended to be a meet and greet for Byway businesses or if it's a showcase for the public or both. Ideas included partnering with the Thurston County Fairgrounds on a booth at the fair, conducting an in-person meeting to include marketing updates and information for Byway businesses, a guided tour of Byway businesses on a bus and a self-guided "poker" tour of the Byway for businesses and the general public. Juanita Taurman suggested that the committee come back to the next meeting with ideas so that a decision can be made as to the timing and execution of an event.

ITEMS FOR THE FLOOR

- N/A

NEXT MEETING

- Tuesday, March 22, from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned by Juanita Taurman at 4:52 p.m.

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