



AGRITOURISM ADVISORY COMMITTEE

Tuesday, March 23, 2021

3:30 - 5 p.m.

Join Zoom Meeting

<https://zoom.us/j/92138106503?pwd=VzgxVXpicWdlTk55eHpiUHV3RkNTdz09>

Meeting ID: 921 3810 6503

Passcode: 738549

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 26, 2021	Juanita Taurman
	New Business New Committee Members Marketing Update	Juanita Taurman
	Project Updates Byway Virtual Tour, April 22 Byway Map	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 May 25, 2021	Juanita Taurman

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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.

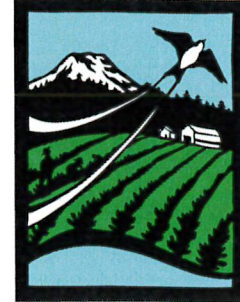


AGRITOURISM ADVISORY COMMITTEE

Tuesday, January 26, 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 Jeff Bowe at 3:33 p.m.

GREETINGS

Committee members present: Nathan Allan, George Sharp, Juanita Taurman, Robby Rutledge (application for reinstatement being reviewed)

Committee members absent: John Bourdon

Visitor and Convention Bureau staff present: Jeff Bowe

APPROVAL OF MINUTES

- **George Sharp motioned to approve the minutes from the September 29, 2020 meeting of the Agritourism Advisory Committee. Juanita Taurman seconded. The motion passed unanimously.**

NEW BUSINESS

- Election of Chair and Vice Chair. Jeff Bowe shared that with Juanita's term coming up at the end of January, we would need to appoint a new Chair. Bylaws also state that a Vice Chair should be appointed to be available in the absence of a Chair. **George Sharp motioned to reappoint Juanita Taurman as Chair. Nathan Allan seconded. The motion passed unanimously. Nathan Allan motioned to appoint George Sharp as Vice Chair. Juanita Taurman seconded. The motion passed unanimously.**
- Marketing Update. Jeff Bowe shared an update on marketing efforts for the Thurston Bountiful Byway including; cancellation of the Take The School On The Road campaign and subsequent pause of paid marketing due to the pandemic, continued promotion of drive itineraries through holiday and support of local retail and restaurants, and work with the Washington Tourism Alliance and their newly-formed Byway Marketing Committee to establish a state-wide marketing campaign for scenic byways. Jeff shared that the Thurston Bountiful Byway is considered a scenic byway. Discussion ensued. Nathan Allan made a suggestion that parks should be included as a part of the Byway and placed on the website and in the map as space allows.

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- Committee Meetings Calendar 2021. **George Sharp motioned to approve the proposed Agritourism Advisory Committee meetings calendar for 2021. Juanita Taurman seconded. The motion passed unanimously.**
- Committee Appointments. Jeff Bowe reminded the committee that there are two open seats and encouraged everyone to reach out to new potential committee members. Three application extensions (Juanita, John, Robby) are waiting to be approved by the Board of County Commissioners. George Sharp asked if a representative of the new Agricultural Business Park would be an appropriate member. He also suggested that the Yelm Chamber of Commerce be represented. Jeff stated that we'd welcome a discussion with interested parties.

PROJECT UPDATES

- Kick Off Event: Jeff Bowe mentioned that in the past, this committee had expressed an interest in an event to "Kick Off" the season for the Byway, with a goal of Byway members getting to know each other and for the community to be more familiar with the businesses on the Byway. Discussion ensued. Jeff agreed to organize a virtual event whereby Byway members would be invited to make short presentations to each other and to the community. Nathan Allan suggested that this event could also serve as an official Certified Tourism Ambassador networking event, with CTA's eligible for points towards their renewals. George Sharp suggested a date of April 22, after 4 p.m. George also offered the assistance of the committee to mobilize Byway members and engage the community. Jeff stated that he would send out an action plan in reference to these points to the committee.
- Byway Map. Jeff Bowe shared that the VCB has budget for a reprint of the Byway Map in 2021. The date for this would be dependent on guidance received from the Governor's Office.

ITEMS FOR THE FLOOR

- Nathan Allan brought up the idea of creating signage for Byway members, either in the form of signs that could be placed on private property, window clings or bumper stickers for automobiles. Discussion ensued. Jeff Bowe shared that the Thurston Bountiful Byway graphic is available for anyone to use on private property, but the cost for signage would be the responsibility of the property owner. George Sharp offered to connect with Nathan on a possible "passport" project to engage Byway members.
- Nathan Allan asked about social media and how the Byway is being promoted on it, and if members can submit photography and content. Jeff Bowe suggested that anyone interested in contributing content should reach out to him directly.
- Robby Rutledge shared that the PNW Farm Direct Marketing Association has postponed their conference to 2022. They are still set on bringing the event to Thurston County.

NEXT MEETING

- Tuesday, March 23, from 3:30 p.m. to 5 p.m.

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

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