



Agritourism Advisory Committee

Tuesday, March 30, 2023

3:30 p.m.

Zoom Info

Topic: Agritourism Advisory Committee

Time: Mar 28, 2023 03:30 PM Pacific Time (US and Canada)

<https://us06web.zoom.us/j/87004612528?pwd=K2dXMzRyWFFLQmNseDhwcIRKbHBudz09>

Meeting ID: 870 0461 2528

Passcode: 624934

MEETING AGENDA

- | | |
|------------------------------|---|
| 3:30 p.m. – 3:40 p.m. | Welcome and Call To Order (George Sharp) |
| 3:40 p.m. – 4:30 p.m. | Approval of Meeting Minutes – January 31, 2023 |
| | New Business (George Sharp) |
| | Appointment of Chair/Vice Chair |
| | Marketing Update – Annette Pitts |
| | Byway Partner Approval (Schirm Loop Lavender Farm) |
| | Agritourism Overlay District Update – Ashley Arai George Sharp |
| | Project Updates (Annette) |
| | Byway Member Event – InGenius Art Gallery & Boutique, May 18 |
| 4:30 p.m. – 4:50 p.m. | Items From The Floor (George Sharp) |
| 4:50 p.m. – 5:00 p.m. | Adjournment and Next Meeting May 30, 2023 (George Sharp) |



Agritourism Advisory Committee Meeting Minutes

Tuesday, January 31, 2023, 3:30 p.m.

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

The meeting was called to order by Chair Juanita Taurman at 3:34 p.m.

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

Committee members absent: N/A

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

Community members: N/A

APPROVAL OF MINUTES

Nathan Allan motioned to approve the minutes from the November 8, 2022 meeting of the Agritourism Advisory Committee. John Bourdon seconded. The motion passed unanimously.

NEW BUSINESS

Marketing Update. Annette Pitts updated the group with current marketing activities. The ad in the Scenic Byway Map was renewed for 2023, with distribution around the state. There will be a social media component to this ad. The VCB will be releasing the 2023 Business & Marketing Plan in the coming weeks with initiatives in more detail.

Committee Member Renewal. Jeff Bowe reminded the committee that two members terms were expiring in January 2023: Juanita Taurman and John Bourdon. Both were invited to reapply. Mitch Lewis' and Andrea Levanti's appointments were approved for only one year instead of the normal two. The Board of County Commissioners is changing the official term to two years but in the meantime Mitch and Andrea will have to reapply in 2023. Juanita announced that she would not be continuing on the committee.

PROJECT UPDATES

Corridor Management Plan. Jeff Bowe announced that the final version of the Corridor Management Plan was presented on December 1, 2022 and is available to view on the VCB website.

Byway Member Event. The committee discussed the best way to create a business to business networking event and agreed that a Certified Tourism Ambassador training with a Byway member event following was the best course forward. Jeff Bowe to connect with George Sharp on details.

Byway Festival Proposal. Mitch Lewis presented his idea on how a Byway event might be organized. Annette Pitts praised Mitch for his work but reiterated that VCB staff would not have the capacity to execute this event in 2023.

ITEMS FOR THE FLOOR

Nathan Allan stated that he believes we should be looking into ways to enhance signage along the Byway and at participating businesses. Annette Pitts stated that the VCB staff would look into the cost of simple window clings with the Byway logo.

NEXT MEETING

Tuesday, March 28, 2023 from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned by Juanita Taurman at 4:20 p.m.

MEMBERSHIP APPLICATION

Business Name Schim Loop Homestead Full Name Lorrie Patnode Date _____

Address 2434 Schim Loop Rd Nudon Oly State WA ZIP 98502

Phone (360) 522 6801 Email Lorrie.Patnode@schimloop.com Website schimloop.com

Hours Open to the Public (Days/Times/Seasons/etc) Season Fri Sat 11-4 July - Sept & by Appt.

Are you open by appointment only? If so, when and how often? _____

What is your average response time to customer inquiries? 48 hours or less

Using the criteria outlined on Page 2, please describe how your business meets the qualifications for Thurston Bountiful Byway Membership. Please also include distance from your business to the Byway (As the crow flies - See online map - www.co.thurston.wa.us/permitting/agriculture/docs/bountiful-byway-map.pdf).

The homestead farm sits on Eldinlet, view of Mt Rainier in back access. Beautiful Homestead side small gift shop. Open seasonally July - Sept and by Appointment. Fee to come out & enjoy the view if maybe cost same of Appoint. Available for events.



Business Category Required

- Agritourism
- Nature Tourism
- Geo-Tourism
- Culinary Tourism
- Art Tourism
- Eco-Tourism
- Other _____

Annual Membership Dues*

- Business - \$200
 - Non-Profit - \$100 (<\$100K revenue)
 - Multiple Locations - \$100 each
- Don't let money be a barrier. Ask us about trade opportunities.
- WAIVED

For official use only. Date approved/denied: _____

Contact us for more information

360.704.7544

info@experienceolympia.com



The Olympia-Lacey-Tumwater Visitor & Convention Bureau reserves the right to use any photos sent with your application in marketing materials, ads, websites and social media.

