



**AGRITOURISM ADVISORY COMMITTEE**  
**Tuesday, May 25, 2021**  
 3:30 - 5 p.m.

Join Zoom Meeting

<https://zoom.us/j/94128607466?pwd=LzAwS3dqVXI3TXcyM0ZBMWtoLzZOUT09>

Meeting ID: 941 2860 7466  
 Passcode: 623687

One tap mobile  
 +12532158782,,94128607466#,,, \*623687# US (Tacoma)



**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, March 23, 2021</b>	Juanita Taurman
	<b>New Business</b> Byway Virtual Tour Report Marketing Update	Juanita Taurman, Jeff Bowe
	<b>Project Updates</b> Byway Map Tenino Chamber of Commerce Opening	Jeff Bowe, George Sharp
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> July 27, 2021	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 23, 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 George Sharp at 3:30 p.m.

### GREETINGS

Committee members present: Nathan Allan, Robby Rutledge, George Sharp, Line Critchfield (non-voting, appointment pending,) Josh Stottlemeyer (non-voting, appointment pending.)

Committee members absent: John Bourdon, Juanita Taurman

Visitor and Convention Bureau staff present: Jeff Bowe

### APPROVAL OF MINUTES

- **Robby Rutledge motioned to approve the minutes from the January 26 meeting of the Agritourism Advisory Committee. Nathan Allan seconded. The motion passed unanimously.**

### NEW BUSINESS

- New Committee Members. George Sharp introduced the two newest committee members; Line Critchfield, Executive Director of the Yelm Chamber of Commerce, and Josh Stottlemeyer, Owner of Stottle Winery. Jeff Bowe stated that their appointments were still pending as of the start of the committee meeting, so they would not yet have voting privileges.
- Marketing Update. Jeff Bowe shared an update on marketing efforts for the Thurston Bountiful Byway including; continued work with the Washington Tourism Alliance (WTA) and their newly-formed Byway Marketing Committee and renewal of the back page ad in the Scenic Washington Map distributed around the state. Jeff shared that WTA has partnered with the Department of Transportation to inventory all state-designated scenic byways and help to create a work plan to promote these byways and other state highways with tourist significance.

### PROJECT UPDATES

- Kick Off Event: Jeff Bowe updated the committee on the Bountiful Byway Virtual Tour scheduled for April 22. Assistance from the committee is needed in a couple areas; recruitment of Byway presenters and technical assistance with Zoom the day of the event. Jeff asked the committee to each commit to making two contacts with existing Byway members, asking them if they want to present on the tour. George Sharp agreed to assist with Zoom. A discussion ensued regarding whether to provide attendees with a "swag bag" as a part of the event, but due to logistics, the committee agreed that

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offering prizes during the event and mailing them later would be more equitable. Jeff agreed to organize the prize giveaways and to send out promotional offers digitally as a follow up to the event.

- Byway Map. Jeff Bowe shared that the VCB has budget for a reprint of the Byway Map in 2021, and a proof of the map would be coming in the coming weeks. George Sharp suggested that now would be a good time for a membership drive. Jeff asked each committee member to contact two businesses each to join the Bountiful Byway.

#### **ITEMS FOR THE FLOOR**

- George Sharp updated the committee on the opening of the Tenino Chamber of Commerce, which will also be visitor-facing. He also shared the financial results of the Tenino Spring Market, March 19-21.

#### **NEXT MEETING**

- Tuesday, May 25, from 3:30 p.m. to 5 p.m.

**There being no further business, the meeting was adjourned at 4:36 p.m.**

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