



Agritourism Advisory Committee Meeting Agenda

Tuesday, March 30, 2023, 3:30 p.m.

Zoom Meeting Info

<https://us06web.zoom.us/j/5010408402?pwd=S0creFdISctGd1dFSS9DeUpxOWh1dz09>

Meeting ID: 501 040 8402

Passcode: 349513

Welcome and Call To Order—Mitch Lewis

Approval of Meeting Minutes – March 28, 2023—Mitch Lewis

Marketing & Project Updates – Annette Pitts

Items From the Floor—Mitch Lewis

Adjournment and Next Meeting August 29, 2023—Mitch Lewis



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

The meeting was called to order by George Sharp at 3:33 p.m.

Committee members present: Nathan Allan, George Sharp, Andrea Levanti, Mitch Lewis, Robby Rutledge, Jennica Machado.

Committee members absent: John Bourdon, Kevin Mills

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

Community members: Ashley Arai

APPROVAL OF MINUTES

George Sharp called the meeting to order in lieu of committee Chair, due to past Chair term expiring at previous meeting.

An email was sent to the committee earlier in the month seeking nominations for the Chair position. George Sharp nominated Mitch Lewis via email. Annette asked if any nominations should be heard during the meeting, and there being none, George moved to nominate Mitch as the new Committee Chair. Mitch accepted the nomination. Robby seconded the motion. There being no objections, the vote passed unanimously, and the motion carried. Mitch accepted moving into the role of Chair effective immediately.

Annette updated the group with recent marketing activities. Public relations efforts, digital programmatic display advertising and media attribution were detailed and discussed. Annette provided details about the Scenic WA advertising campaign and anticipated having window clings available for byway members at the upcoming meeting.

The upcoming meeting format was discussed, and the group determined that they would like to begin meeting in person. Annette explained that in-person meetings were the goal, but that the group had been unable to reach a quorum historically, which is why the meetings continued to be held via Zoom. The group suggested that they aim to hold the upcoming meeting in-person. The group discussed sending out a doodle poll to select a date. (Note: after the meeting it was realized that the meeting dates for the year had already been set by Jeff Bowe, so calendar invites were sent post-meeting).

Mitch motioned to approve the minutes from the March 28 meeting of the Agritourism Advisory Committee. Robby seconded. The motion passed unanimously.

The Schirm Loop Homestead application was reviewed and discussed. Nathan moved to accept the application for Byway membership. George seconded. There being no objection, the motion carried.

Guest Ashley Arai, Thurston County Community Agriculture Program Manager presented detailed information about proposed changes to the County code pertaining to the Agricultural Overlay. Meeting participants asked questions and were pleased to hear that in more than one reference, restrictions appeared to be loosening in effort to support local agriculture-related businesses. George asked that Ashley let the group know if any changes are proposed that would increase business restrictions. During the question-and-answer period, Jennica Machado, Thurston County Economic Development Manager, also fielded questions regarding specific types of taxes within Thurston County.

The group discussed next steps for the Corridor Management Plan. Annette and Jennica agreed to meet and discuss before the next meeting to ensure that the VCB is working in accordance with the MOU between the organization and the County.

NEXT MEETING

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

There being no further business, the meeting was adjourned by Mitch Lewis at 4:50 p.m.