



AGRITOURISM ADVISORY COMMITTEE
Tuesday, November 2, 2021
 3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/84038522877?pwd=N0FtVUhKTk42cXBWE0yd2t0bDVMdz09>

Meeting ID: 840 3852 2877

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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, September 28, 2021	Juanita Taurman
	New Business Marketing Update Introduction of New Director of Marketing, Aly Laris	Juanita Taurman, Jeff Bowe
	Project Updates WSDOT Signage/Community Gateway Signage Project Discussion of 2022 Meetings Schedule	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 TBD	Juanita Taurman

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P.O. Box 1394, Olympia, WA 98507

The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.



AGRITOURISM ADVISORY COMMITTEE

Tuesday, September 28, 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 Juanita Taurman at 3:31 p.m.

GREETINGS

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

Committee members absent: None

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

Community members: Commissioner Carolina Mejia

APPROVAL OF MINUTES

- **George Sharp motioned to approve the minutes from the May 25 meeting of the Agritourism Advisory Committee. Robby Rutledge seconded. The motion passed unanimously.**

NEW BUSINESS

- Marketing Update. Jeff Bowe shared that the VCB hired a new Director of Marketing, Aly Laris, who will be assisting with the marketing campaign for the Bountiful Byway. Current activity includes new blogs, two new travel writer FAMs (Travel Awaits and Visit USA Parks) and a new digital campaign with Scenic Washington to compliment the map ad we already purchased. Jeff also updated the group on the distribution of the new Bountiful Byway Map. Every hotel and member business should have a supply; additional maps can be picked up at the VCB office. Jeff is working to onboard the Grand Mound/Rochester Chamber of Commerce and the Tenino Area Chamber of Commerce as official Visitor Information Centers.
- New Member Approval. **George Sharp motioned to approve the application for Hive 5 Bees to be included as a Bountiful Byway member. Nathan Allan seconded. The motion passed unanimously.**

PROJECT UPDATES

- WSDOT Highway Signage. Jeff Bowe outlined the efforts of the VCB to put signage at Bountiful Byway points of entry; Hwy. 12 at Rochester (north and south,) Hwy 101 at

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Delphi Road (east and west) and near the Nisqually Cut-Off Road in Lacey (north and south.) The effort will involve working with the County Commissioners. The VCB has money budgeted in 2021 to create and install signage.

- Byway Bylaws. Jeff Bowe reviewed criteria for the committee to consider as the VCB looks to get the Bountiful Byway recognized at the state and federal level. This effort requires the committee to narrow the marketing focus of the Bountiful Byway which means revising bylaws to evaluate the businesses being considered for membership to the route. A discussion ensued. Commissioner Mejia stated that any bylaw revisions would need to be presented to the Board of County Commissioners. Juanita Taurman stated that she would provide Jeff with a checklist of criteria that the original bylaws followed so that he can draft a proposal for review at the next meeting.

ITEMS FOR THE FLOOR

- N/A

NEXT MEETING

- Tuesday, November 2, from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned by Juanita Taurman at 4:38 p.m.

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