



**AGRITOURISM ADVISORY COMMITTEE**  
**Tuesday, November 8, 2022**  
 3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/84725374807?pwd=RmhvY3R5OTJmMklZR2ZlanJyZlVmZz09>

Meeting ID: 847 2537 4807  
 Passcode: 053748



**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 – September 27, 2022</b>  <b>New Business</b>  Welcome Andrea Levanti  Marketing Update  Meeting Schedule 2023  Byway Member Event 2023	Juanita Taurman  Juanita Taurman  Jeff Bowe
	<b>Project Updates</b> Corridor Management Plan Project	Jeff Bowe
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> January 31, 2023	Juanita Taurman

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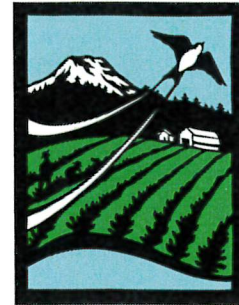
*The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.*



## AGRITOURISM ADVISORY COMMITTEE

Tuesday, September 27, 2022  
3:30 p.m.

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



### MEETING MINUTES

The meeting was called to order by Vice Chair George Sharp at 3:30 p.m.

### GREETINGS

Committee members present: Nathan Allan, George Sharp, Line Roy, John Bourdon, Mitch Lewis, Robby Rutledge

Committee members absent: Juanita Taurman

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

Community members: N/A

### APPROVAL OF MINUTES

- **Line Roy motioned to approve the minutes from the July 26, 2022 meeting of the Agritourism Advisory Committee. John Bourdon seconded. The motion passed unanimously.**

### NEW BUSINESS

- New Member Applications. The committee reviewed and discussed one application from InGenious! Gallery & Boutique. **Line Roy motioned to approve the the application. George Sharp seconded. The motion passed unanimously.**
- Marketing Update. Jeff Bowe and Annette Pitts updated the group with current marketing activities, to include social media posts, blogs and recent consumer eBlasts. New Byway Maps have been distributed to partners who are able to display them. All Experience Olympia & Beyond partners will have an opportunity to purchase digital ads on the new website through Destination Signals.
- New Committee Member Appointments. Jeff Bowe reminded the committee that some terms of service for committee members are coming to a close and invited those individuals to reapply for service if they'd like to continue on the committee. For those that don't, we will be looking to replace them and suggestions for appointees are welcome. Current term expirations are as follows: Robby Rutledge (Dec. 2022, wants to continue,) Nathan Allan (Jan. 2024,) Juanita Taurman (Jan. 2023,) George Sharp (Sept. 2023,) Mitch Lewis (Aug. 2024,) Line Roy (Apr. 2023, currently working to replace,) John Bourdon (Jan. 2023.)

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## PROJECT UPDATES

- Corridor Management Plan. Annette Pitts updated the committee on the Corridor Management Plan. She has connected with Rep. Andrew Barkis regarding sponsoring our bid to include the Thurston Bountiful Byway in the RCW that defines Washington State's Scenic Byway system. She has also connected with Thurston County Manager Ramiro Chavez who has stated that the County has some issues with the way the RCW is written that will need to be addressed before they can get behind the bid. A first draft of the Corridor Management Plan will be presented on October 6. Annette invited the committee to participate as public comment is still being accepted.

## ITEMS FOR THE FLOOR

- George Sharp reminded the committee that BooCoda Spooktacular is back for the month of October.
- John Bourdon mentioned a few of the current promotions at Sandstone Distillery, including BINGO Night and Paint & Sip.
- Robby Rutldge mentioned that Rutledge Farms is in full swing with the Corn Maze and the Paintball Shooting Gallery.
- Mitch Lewis inquired about the proposed airport for Thurston County. Jeff Bowe emailed follow up documents to the group. Annette Pitts stated that the Visitor & Convention Bureau would have no official position on the proposal unless directed by the Board of Directors.

## NEXT MEETING

- Tuesday, November 8, 2022 from 3:30 p.m. to 5 p.m.

**There being no further business, the meeting was adjourned by George Sharp at 4:24 p.m.**

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