



AGRITOURISM ADVISORY COMMITTEE

Tuesday, September 27, 2022

3:30 - 5 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/87695420787?pwd=Q0JWYWVh4QkhNQkNHRkV1c0pyK20xQT09>

Meeting ID: 876 9542 0787

Passcode: 477663



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 – July 26, 2022 Approval of New Member Applications – InGenious! Gallery & Boutique New Business Marketing Update New Committee Member Appointments	Juanita Taurman Juanita Taurman
	Project Updates Corridor Management Plan Project	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 November 8, 2022	Juanita Taurman

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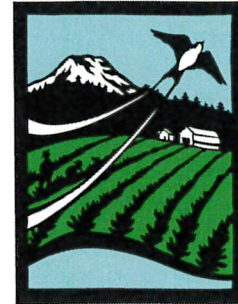
The Olympia-Lacey-Tumwater Visitor & Convention Bureau is the official destination marketing organization for Thurston County.



AGRITOURISM ADVISORY COMMITTEE

Tuesday, July 26, 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 Chair Juanita Taurman at 3:30 p.m.

GREETINGS

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

Committee members absent: N/A

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

Community members: Mitch Lewis

APPROVAL OF MINUTES

- **John Bourdon motioned to approve the minutes from the March 22, 2022 meeting of the Agritourism Advisory Committee. Line Roy seconded. The motion passed unanimously.**

NEW BUSINESS

- New Member Applications. New member applications were reviewed and discussed for Tumwater Farmers Market, Summit Farms, Sandstone Distillery. For the Tumwater Farmers Market John motioned to approve the application and George seconded. For the Summit Farms application Line motioned to approve the application and John seconded. For the Sandstone Distillery application George motioned and Nathan second. All motions passed unanimously.
- Marketing Update. Annette Pitts provided a marketing update to the group and shared details about social media and new website growth. She provided details about advertising the Bountiful Byway (Scenic Byways Map and Guide, and programmatic digital display). The new Thurston Bountiful Byway video was also shown and shared with the group.

PROJECT UPDATES

- Corridor Management Plan. Annette provided product updates including details about the Corridor Management Planning (CMP) process underway. The CMP process is a first step toward official designation as a Washington State Scenic Byway. Annette explained that she is soliciting support from a local Representative to advocate for an amendment to the RCWs to include the Thurston Bountiful

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Byway as an agritourism scenic corridor. Details were shared about the upcoming public meeting process that would help inform the plan.

- TREAD App. Annette provided updates about the TREAD Map mobile app and explained that the app is being launched in phases and that it is a partnership project with the State of Washington Tourism (SWT) office.
- Byway Kick Off Event. The group discussed the idea of a byway kickoff event and after some discussion the group agreed that the event was really designed to be more of a networking event for businesses along the byway, rather than a public event. The meeting would be an opportunity for byway members to share ideas, co-promote and make referrals. John Bourdon volunteered to host an event at the Sandstone Distillery Tasting Room (downtown Tenino) after the upcoming CTA training event on September 21. The group agreed to accept his offer to host the event.

ITEMS FOR THE FLOOR

- N/A

NEXT MEETING

- Tuesday, September 27, 2022 from 3:30 p.m. to 5 p.m.

There being no further business, the meeting was adjourned by Juanita Taurman at 4:55 p.m.

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