



Agritourism Advisory Committee

Tuesday, July 23, 2024
3:30–5 p.m.

This meeting was held in-person and via
Zoom:
Experience Olympia & Beyond
2424 Heritage Ct. SW #101
Olympia, WA 98502



MEETING MINUTES

The meeting was called to order by Chair Mitch Lewis at 3:30 p.m.

GREETINGS

Committee members present: Mitch Lewis (Zoom), Robby Rutledge (Zoom), George Sharp, Jennifer Colvin, Nathan Allan

Committee members absent: Andrea Levanti, John Bourdon

Visitor and Convention Bureau (VCB) staff present: Emily Lawrence, Heidi Roth

Community members: N/A

APPROVAL OF MINUTES

- George Sharp motioned to approve the minutes from March 26 and May 23 meeting of the Agritourism Advisory Committee. Nathan Allan seconded. No further discussion, the motion carried.

PROJECT UPDATES

- Marketing/PR Update. Emily Lawrence provided an update on marketing and public relations, sharing that the Byway and Rutledge Family Farm would be included in the Oct/Nov print issue, and possibly online. Bridget from Eat, Drink and See Oly also did an IG Reel on the Byway in June. Committee took a look at the map and suggested simplifying the Byway map, adding a QR code that takes visitors to the website and giving seasonal suggestions; EOB to come up with design suggestions and send to Committee for thoughts. Committee discussed goals of the map, to attract visitors from outside of "city center" and into the rural communities in Thurston County. Nathan Allan suggested looking into "Touchstay," an app that visitors can use to find things to do.
- Olympia Farmers Market Kiosk Program. Robby Rutledge provided an update on the Olympia Farmers Market; said he talked to 11 people. Would like to see a banner or tablecloth used so consumers have something to draw them in. Suggested doing it again, but asking to be inside the market if there are empty stalls. Mitch Lewis suggested Tumwater Farmers Market on 7/28, and offered to staff the booth. Mitch to

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take banner, Byway maps, and Visitor Guides to market. EOB to speak with Olympia Farmers Market about another date.

- Eat Local First. Emily Lawrence reported Eat Local First and Experience Olympia & Beyond partnership is on hold. The program is trying to get funding to create region-specific landing pages, but does not have a timeline for completion. Mitch Lewis and Nathan Allan agreed to keep the discussion/partnership on hold. No further discussion.

DISCUSSION

- Brainstorming for 2025. Nathan Allan suggested “slow food, slow travel” trend. Committee discussed using funds to produce the scaled-down map for the Byway and additional window clings for businesses on the Byway. Committee discussed ways to reach visitors 50+ miles away and where to spend our energy, possibly not advertising on the Scenic WA map next year, but instead focus on digital advertising. Emily Lawrence showed Committee Datafy, and EOB leisure campaigns for 2024. Committee discussed seasonal digital advertising since it’s quantitative; EOB to create draft marketing plan for 2025 staying within budget. Committee also discussed possible video products and/or social media campaigns with influencers for the Byway.

ITEMS FOR THE FLOOR

- Mitch Lewis reminded Committee about EDC Hootenanny happening 7/25.
- Mitch Lewis and George Sharp spoke about the Quarry Pool and upcoming Oregon Trail Days.
- George Sharp suggested using Agritourism-centric EOB photos/videos on a rotation when the Ag Park opens, possibly Oct.
- Emily Lawrence offered to host the next meeting of the Agritourism Advisory Committee at the Experience Olympia & Beyond office on Oct. 22 at 3:30 p.m., which will move Committee to quarterly meetings. There will also be a Zoom option.

NEXT MEETING

- Tuesday, Oct. 22 from 3:30-5 p.m.

There being no further business, the meeting was adjourned at 5:04 p.m.

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