

Agritourism Advisory Committee

Tuesday, Jan. 6, 2026

3:30 – 5 p.m.

Stone City Events Center
16404 Old Highway 99 SE
Tenino, WA 98589

This meeting will be held in person, or can be accessed by Zoom:

<https://us06web.zoom.us/j/89157278992?pwd=7nX9d388W2r3auwP7elthJJu5Mb3bn.1>

MEETING AGENDA

3:30 p.m.	Welcome and Call To Order	Mitch Lewis
3:35 p.m. – 4:10 p.m.	Approval of Meeting Minutes – Nov. 4, 2025 New Business <ul style="list-style-type: none">– Review of Byway Application – Colvin Ranch Provisions	Mitch Lewis
	Project Updates <ul style="list-style-type: none">– Digital Programmatic Advertising 2026– DOT sign update & TBB Visitor Center– Eligible Ag Tourism Businesses	Emily Brooks
4:10 p.m. – 4:50 p.m.	Items From The Floor <ul style="list-style-type: none">– County representative to committee – Emily– BoCC reviewing Jennifer & George's reappointments & Jessie from Olympia Farmers Market– Emily– Meeting with Thurston County – Emily– Grasslands Arts Exhibit – Heidi– Tour of the Byway – Mitch– Thurston County Fair Participation – Emily	
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meetings <ul style="list-style-type: none">– April 7 at Swantown Inn– August 11 at Summit Farms– November 10 at Sandstone	Mitch Lewis



Agritourism Advisory Committee Meeting Minutes

Tuesday, Nov 4, 2025

3–5:00 p.m.

This meeting was held in person and via Zoom:
Agriculture Innovation Park
16404 Old Highway 99 SE
Tenino, WA 98589



Committee Members Present: Mitch Lewis, Nathan Allan, John Bourdon, George Sharp, Jennifer Colvin, Robby Rutledge

VCB Staff Present: Emily Brooks, Heidi Roth

Community Member: Kevin Jensen

CALL TO ORDER

The meeting was called to order at 3 p.m. by Mitch Lewis. The chair welcomed the attendees and provided a brief overview of the agenda, along with an amendment. Jennifer motioned to amend the agenda, removing Heritage Distillery application, Mitch seconded.

APPROVAL OF MINUTES

- The minutes from the July 1 meeting were reviewed.
- Jennifer motioned to approve the minutes.
- Robby seconded the motion.
- No further discussion; motion carried.

NEW BUSINESS

Review of Byway Application – Tumwater Craft District

- Committee reviewed the Byway application for Tumwater Craft District. Discussion was had whether they met the requirements, distance to the Byway, along with if the Craft District had conditions on whom can be a tenant. George motioned to approve as a Byway member, Mitch seconded. Next steps: get them on the Byway website and send an email to Craft District.



PROJECT UPDATES

Digital Programmatic Advertisements

- Emily provided a full recap on digital ads. The advertising campaign ran from April 1 – Oct. 31 and garnered 799,119 total impressions. The average click-through rate was 0.31%, which is 0.19% over the benchmark. The campaign aims to increase awareness of the Byway and attract visitors from neighboring regions. Because of the advertising efforts, there were a total of 5,570 trips.
- For 2026, advertising will continue, and at the January meeting, EOB will have mock advertisements for review. Committee would like the drive market advertising to start in March and have local in May and June.

Byway Designation Process

- Committee continued discussion about the designation process with WSDOT. WSDOT has let EOB know that a Byway hasn't been designated since 2006. Emily spoke with WSDOT and was told that for a Tourist Attraction sign of the freeway, it must be directed to a place of business, so the TBB does not qualify. Co-ops were discussed, such as the Ag Park becoming a Byway Visitor Center, and Emily to continue conversations with WSDOT and EOB BOD on Visitor Center conversation.

ITEMS FROM THE FLOOR

Discussion on seasonal efforts

- Committee discussed having advertising start earlier and doing local advertising in May and June. EOB team to develop seasonal itineraries – both family and adults – for what to do during season, along with shoulder season.

BoCC reviewing Jennifer & George's reappointments

- Emily stated that she's been in contact with the County, and applications are being reviewed.

Discuss County representative to committee

- Kevin, from Riverbend Ranch, and Thurston County, hasn't officially been appointed, but will continue to attend. Request for appointment of a County representative has been sent. Committee asked Emily to check with County on new Economic Development employee.

Recruitment of Olympia Farmer's Market representative to committee



- Mitch provided an overview of his conversations with Jessie from the Olympia Farmer's Market – a byway member. Jessie is interested in serving on the committee and will submit an application, following a conversation with Emily. Committee supported Jessie joining, as many know them from the market.

Big Idea/Strategy Session

- Each committee member to recruit three new byway members in 2026. EOB staff to compile a list of non-members, who are on the byway and bring to Jan. meeting.
- Have own booth at the Thurston County Fair, promoting the TBB. Have an AgTourism display and something photo-worthy. Maybe people enter into a raffle to win something.
- Get current TBB members to promote the byway more.
- Community Farmland Trust advertisement in 2026
- Scenic Byway Map advertisement
- Social media competition to increase awareness – visitors go to byway businesses and take a selfie – to promote the byway more, and say what they like to do on the byway.

Additional Discussion:

- George asked committee what the byway meant to them. Discussion was had, and determined to take a TBB field trip. Date to be decided at the Jan. meeting.

Next Meeting Schedule

- Committee selected dates and locations for 2026 committee meetings. Emily to send calendar invites.

NEXT MEETING

Date: Jan. 6, 2026 – Calendar invites to be sent.

Time: 3:30–5:00 p.m.

ADJOURNMENT

The meeting was adjourned at 4:47 p.m. by Mitch Lewis and seconded by Jennifer Colvin.