



Agritourism Advisory Committee

Thursday, May 23, 2024

3:30 – 5 p.m.

Experience Olympia & Beyond
 2424 Heritage Ct. SW Suite 101
 Olympia, WA 98502

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

<https://us06web.zoom.us/j/7383176397?pwd=CM1rizuLkYbJgoCI0e1B2MTzApmJSR.1>

MEETING AGENDA

3:30 p.m. – 3:35 p.m.	Welcome and Call To Order	Mitch Lewis
3:35 p.m. – 4:15 p.m.	Approval of Meeting Minutes – March 26, 2024 New Business Review role of Agritourism Advisory Committee (group objectives, next steps) – Annette Pitts Harvesting Resilience Content Creation – Annette Pitts Marketing/PR Update – Emily Lawrence	Mitch Lewis
	Project Updates Destination Master Plan – Annette Pitts Olympia Farmers Market Kiosk Program– Emily Lawrence Eat Local First – Emily Lawrence Thurston Bountiful Byway Page – Emily Lawrence Visitor Guide Release– Emily Lawrence	
4:15 p.m. – 4:45 p.m.	Items From The Floor	Mitch Lewis
4:45 p.m.– 5:00 p.m.	Adjournment and Next Meeting	Mitch Lewis

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Agritourism Advisory Committee

Tuesday, March 26, 2024
3:30-5 p.m.

This meeting was held in-person at
Sandstone Distillery
842 Wright Road SE
Tenino, WA 98589



MEETING MINUTES

The meeting was called to order by Chair Mitch Lewis at 3:38 p.m.

GREETINGS

Committee members present: Mitch Lewis, Nathan Allan, Robby Rutledge, George Sharp, Jennifer Colvin, John Bourdon

Committee members absent: Andrea Levanti

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

Community members: Jennica Machado, Thurston County Economic Development

APPROVAL OF MINUTES

- John Bourdon motioned to approve the minutes from the January 30 meeting of the Agritourism Advisory Committee. Robby Rutledge seconded. There being no further discussion, the motion carried.

NEW BUSINESS

- Marketing Update. Emily Lawrence reviewed current social media content related to the Byway. She's also working with Thurston Talk to determine appropriate content and timing for an advertorial/article.
- Eat Local First. Jeff Bowe reported on a proposed partnership with Eat Local First. The partnership would initially be a trade for placement of the Byway logo and a link in exchange for access to our Byway partners to help populate the site. Discussion ensued.
- Approval of Byway Applications. The Committee reviewed applications from Cedar Flats Flower Farm, The Saturday Market at the West Central Park and

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Riverbend Ranch. George Sharp motioned to approve the three applications for acceptance into the Byway program. John Bourdon seconded. The motion passed unanimously.

PROJECT UPDATES

- Destination Master Plan. Jeff Bowe updated the Committee on the Destination Master Plan, reporting that the steering committee is determining how to prioritize the 29 recommendations. A final document will be made public by June.
- Byway Referral Program. Jeff Bowe reported that the Experience Olympia & Beyond website Agritourism page has been updated with a new online application form that can be shared for referrals. Jennifer Colvin suggested that we add more details about the benefits of joining the Byway to the website, as criteria has changed over the last few years. Mitch Lewis added that the Committee should revisit the idea of a Byway partner networking event both for recruitment and for partners to meet each other. Jeff stated that we would need to form a subcommittee to make this happen; he also reminded the Committee that the VCB has its two largest events in the fall: Annual Meeting and Sports Awards. The Committee agreed to table this until the next meeting.
- Olympia Farmers Market Kiosk Program. Jeff Bowe presented his findings on how we can interface with the Olympia Farmers Market to promote the Byway. The Farmers Market team recommended that we sign up for a free table – they offer a program for non-profits to promote themselves at the market on a first-come, first-served basis. Jeff to research possible dates. Mitch Lewis suggested that we could also do this at the Tumwater Farmers Market.
- Visitor Guide Release. Jeff Bowe stated that the VCB team is in production for the Visitor Guide scheduled to be released early June. Jeff thanked advertisers on the Committee for their support.

ITEMS FOR THE FLOOR

- George Sharp announced that the Tenino Quarry Pool is scheduled to reopen June 22 and declared this “Family Fun Day.” There is an auction on June 1 called the “Splash Bash.” Proceeds go to support the pool.
- Jennica Machado offered to host the next meeting of the Agritourism Advisory Committee at the Thurston County Commissioners Office May 21.

NEXT MEETING

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- Tuesday, May 21 from 3:30–5 p.m.

There being no further business, the meeting was adjourned at 5:10 p.m.

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