

Agritourism Advisory Committee

Tuesday, Nov. 4, 2025

3 – 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/82168396474?pwd=rFdEYrcTg8NHanwTpY4wf7yJhLie1O.1>

MEETING AGENDA

3:00 p.m.	Welcome and Call To Order	Mitch Lewis
3:05 p.m. – 3:30 p.m.	Approval of Meeting Minutes – July 1, 2025 New Business – Review of Byway Application – Tumwater Craft District & Heritage Distillery	Mitch Lewis
	Project Updates – Digital Programmatic Advertising Update – Emily Brooks – DOT sign update	Emily Brooks
3:30 p.m. – 4:15 p.m.	Items From The Floor – Discussion on seasonal efforts – BoCC reviewing Jennifer & George's reappointments – Discuss on County representative to committee – Recruiting Olympia Farmer's Market representative to committee	Mitch Lewis
4:15 p.m. – 4:50 p.m.	Big Idea/Strategy Session – 2026 Goals	
4:50 p.m.– 5:00 p.m.	Adjournment and Next Meeting – Tuesdays in Jan., April, August, November (3rd Tuesday)	Mitch Lewis



Agritourism Advisory Committee Meeting Minutes

Tuesday, July 1, 2025

3:30–5:00 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 (Zoom), 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 3:31 p.m. by Mitch Lewis. The chair welcomed the attendees and provided a brief overview of the agenda.

APPROVAL OF MINUTES

- The minutes from the Feb. 11 meeting were reviewed.
- Mitch Lewis motioned to approve the minutes.
- Robby seconded the motion.
- No further discussion; motion carried.

NEW BUSINESS

Marketing & PR Update

- Emily provided an update on public relations efforts – Byway will be featured in the Seattle Times in July, and the journalist came to the area in May to scope out the Byway. Pitches will continue to be developed and pitched regionally.

Review of Byway Application – Talking Cedar Brewery & Distillery

- Committee reviewed the Byway application for Talking Cedar Brewery & Distillery. Discussion was had if they met the requirements. John motioned to approve them as a



Byway member. George seconded the motion. Emily to send an email to Talking Cedar, and all committee members will chime in welcoming them. Next steps: get them on the Byway website.

PROJECT UPDATES

Byway Designation Process

- A discussion was had about the designation process with WSDOT. WSDOT has let EOB know that a Byway hasn't been designated since 2006. There are multiple steps that need to happen, and step one is getting the County on board. Then, a bill would have to pass the legislature, and then the governor would have to sign it into law. Prior to that, there would need to be multiple elected officials at the state and local levels to "champion" this initiative. A discussion was had about continuing to get information from WSDOT, but also that the committee isn't worried about it for the money/grant opportunities, they want signs on the freeways to show where the byway starts. Nathan asked about the committee that should exist at the state level that help/vote on the Byways – committee members were unsure if that still exists. Emily to continue the conversations with WSDOT and find out about this state committee.

Thurston Bountiful Byway Map Redesign

- Emily brought to the committee a redesigned guide – not a map– for consideration. Discussion was had about letting visitors click through from this interactive guide to the business Google listings, instead of having them go to the EOB site business listing and then to Google Maps. The committee decided to move forward with the proposed map and take the printed map off the website, and add this to the Byway website. This will allow easier updates when other businesses become a byway member.

Digital Programmatic Advertisements

- The advertising campaign is currently running in our drive market and started April 1. After spending under \$4,000 (April 1 – June 25), the campaign has had 420K impressions. The unique reach is 151K – unique reach is one person can see it multiple times. Of the 151K, 1,049 people were seen within the Byway Point of Interest. The campaign aims to increase awareness of the Byway and attract visitors from neighboring regions. At the next meeting, a full recap report will be presented to the committee.
- For 2026, the committee would like to continue these advertisements and for EOB to allocate the same, if not more, money for the advertising.



ITEMS FROM THE FLOOR

NRCS report on Agritourism

- The report was shared digitally and printed for committee members. No additional discussion.

Recruitment of another committee member

- Because of the recent approval of Talking Cedar, the committee discussed a representative from Talking Cedar to join the committee. Or, someone from the Olympia Farmers' Market or City of Tumwater (Brit). Emily to reach out and see if they're interested. No additional discussion.

Committee members (to submit for reappointment): Jennifer Colvin and George Sharp

- Jennifer and George's terms are expiring within the next few months. Emily updated the group on their terms as well, and will share the link to the Thurston County website for Jennifer and George to apply for reappointment, if they're still wanting to serve.

Additional discussion:

- Committee wants to make sure we get TBB information out at the Thurston County Fair at the end of July. Thurston County is likely having a table – Emily to reach out, and if they're not, reach out to WSU Extension.

NEXT MEETING

Date: Nov. 18, 2025 – Calendar invites to be sent.

Time: 3:30–5:00 p.m.

ADJOURNMENT

The meeting was adjourned at 4:48 p.m. by Mitch Lewis and seconded by Robby Rutledge.

From: [Experience Olympia](#)
To: [Emily Brooks](#)
Subject: New form submission: Thurston Bountiful Byway Membership Application
Date: Thursday, October 9, 2025 11:08:57 AM

The following submission came in on 10-09-2025 11:08:51.

Here are the details:

- First Name: Jessica
- Last Name: Rubio-Reyes
- Organization Name: Heritage Distilling Company
- Address: 4200 Capitol Blvs SE Suite 104, Tumwater WA 98501
- Email: jessica.rubio-reyes@heritagedistilling.com
- Contact Phone: 5733978126
- Website URL: <https://www.heritagedistilling.com>
- Hours Open to the Public (Days/Times/Seasons/etc.): Closed Monday & Tuesday. 12pm-8pm Wednesday & Thursday. 12pm-9pm Friday & Saturday 12pm-6pm Sunday
- Are you open by appointment only? If so, when and how often?:
- What is your average response time to customer inquiries?: 1 business day
- Please describe how your business meets the qualifications for Thurston Bountiful Byway Membership. Please also include distance from your business to the Byway: Heritage Distilling is one of America's most awarded craft distilleries. Our Tumwater location in the Craft District has a gorgeous tasting room that offers samples, a full cocktail menu and retail spirits. Our original location is in Gig Harbour where we produce most of our products and the Tumwater location is used for blending and bottling. We're located about half a mile from on ramps to both 1-5 and 101 highways.
- Business Category: Culinary Tourism
- * If "Other" specified above, please list business type below: :

From: [Experience Olympia](#)
To: [Emily Brooks](#)
Subject: New form submission: Thurston Bountiful Byway Membership Application
Date: Thursday, July 17, 2025 9:28:49 AM

The following submission came in on 07-17-2025 09:28:44.

Here are the details:

- First Name: John
- Last Name: Peters
- Organization Name: Craft District
- Address: 4200 Capitol Blvd SE Tumwater, WA 98501
- Email: john@thecraftdistrict.com
- Contact Phone: 360-790-8570
- Website URL: <https://thecraftdistrict.com>
- Hours Open to the Public (Days/Times/Seasons/etc.): As a district of individual businesses, hours vary per business. A business is open 7 days/wk.
- Are you open by appointment only? If so, when and how often?: No
- What is your average response time to customer inquiries?: As a district of individual businesses, this varies by business
- Please describe how your business meets the qualifications for Thurston Bountiful Byway Membership. Please also include distance from your business to the Byway: The Craft District includes a curated mix of local businesses aimed to showcase the best "craft" makers, producers, and retailers in our region. Distilleries, breweries, cidery's, wine retailers, restaurants, artists, educators etc. are all showcased in one location to create a variety of unique customer experiences.
- Business Category: Agritourism, Culinary Tourism, Art Tourism, Eco-Tourism, Other*
- * If "Other" specified above, please list business type below: : Cultural Experience