Agritourism Advisory Committee

Tuesday, Nov. 10, 2026
3:30 – 5 p.m.

Experience Olympia & Beyond
2424 Heritage Ct. Suite 100
Olympia, WA 98502

This meeting will be held in person, or can be accessed by Zoom:
https://us06web.zoom.us/j/84603195618?pwd=xehgX0Rcj72BEHt0UQlAbqEalbTUJv.1

MEETING AGENDA

3:30 p.m.	**Welcome and Call To Order**	Mitch Lewis
3:35 p.m. – 4:20 p.m.	**Approval of Meeting Minutes – Sept. 22, 2026** **Current Project Updates** – Digital Programmatic Advertising – TBB Visitor Kiosk (Ag Park + Tumwater Craft District) – TBB Itineraries	Mitch Lewis Emily Brooks
	New Projects – Byway Meet & Greet Dates – Digital Programmatic Advertising Summer 2027 – Window Clings – TBB Map	Emily Brooks
4:20 p.m. – 4:50 p.m.	**Items From The Floor** – Committee Members + Vacancies – 2027 Meeting Schedule	Emily Brooks
4:50 p.m.– 5:00 p.m.	**Adjournment**	Mitch Lewis

Agritourism Advisory Committee Meeting Minutes

Tuesday, September 22, 2026

3:30 – 5:00 p.m.



This meeting was held in person and via Zoom:
Summit Farms
11815 Whitehall Ln SE
Olympia, WA 98501

Committee Members Present: Mitch Lewis, Nathan Allan, George Sharp, Robby Rutledge, Kevin Jensen, John Bourdon

Committee Members Absent: N/A

VCB Staff Present: Emily Brooks, Shauna Stewart, Chelsea Taylor

CALL TO ORDER

The meeting was called to order at 3:32 p.m. by Mitch Lewis.

HOUSEKEEPING – EOB UPDATES

Emily introduces Chelsea as the new Tourism & Community Development Specialist. Shauna provided a brief breakdown of EOB's organization goals and AgTourism Committee History. Shauna and Emily shared ideas on how the committee can help reach mutual goals, by brainstorming, bringing ideas to the table, and assisting in coordinating meetings.

APPROVAL OF MINUTES

- The minutes from the April 14, 2026, meeting were reviewed.
- Robby motioned to approve the minutes.
- Mitch seconded the motion.
- No further discussion; motion carried.

CURRENT PROJECT UPDATES

- Emily shared summer & fall advertisement efforts and impressions.
- Members request hand delivery of visitor guides for next year and discussion was had about rack stand placement at the Tenino Agriculture Innovation Park, Tumwater Craft District and Olympia Farmer's Market.

Digital Programmatic Advertisements

- Emily mentioned advocating for digital advertising money for TBB ads during EOB's budget evaluation.
- Emily shared summer & fall advertisement efforts and impressions.
- Members request hand delivery of visitor guides for next year and discussion was had about rack stand placement at the Tenino Agriculture Innovation Park, Tumwater Craft District and Olympia Farmer's Market.

TBB Visitor Kiosk with EDC

- Emily shared updates on visitor kiosk successfully placed at AgPark. Kiosk will live at Colvin Ranch Provisions, and signs are being created to put out by the road.

Eligible AgTourism Businesses

- Update provided that the County confirmed that businesses do not need to be within 5 miles of the TBB route.

Thurston County Fair Participation

- Provided update that we had a rack stand and banners at the Thurston County Fair this year. Will look to continue initiative next year.

Eat Local First

- Emily shared that we did a Thurston Bountiful Byway ad in the Community Farmland Trust Farm guide this year.
- Emily shared that Eat Local First added the Thurston Bountiful Byway to the trails section of their webpage. It includes a title, picture, and link to the page about the Byway on EOB's website.

NEW PROJECTS

Byway Itinerary Platform

- Chelsea discussed itinerary platform opportunity for Byway. Asked members ideas on how they'd like to see the itinerary built out. Discussion was had about making them seasonal to start, to align with our digital advertising.

Meet & Greet

- Emily mentioned committee members plan a meet & greet in spring for Byway members. Suggested raffle and social hour for introductions. Idea to find new committee members.

ITEMS FROM THE FLOOR

New Committee Members

- 2 current openings in the committee. Line Roy from the City of Yelm was mentioned as a possible committee member.

FAM Tour

- Emily mentioned the Sales FAM Tour happening in October – Kevin mentioned that there is a conference happening in 2027 that they need help with so to connect with him.

County Commissioners AgTour

- Kevin mentioned the County Commissioners AgTour lunch at Schilters Family Farm on October 5th. Kevin asked that committee members attend to speak on behalf of the Committee.

Next Steps for the Byway

- Committee members to Plan a Meet & Greet for Byway Members.
- Itinerary Platform rolls out to help drive visitors to the Byway.

Additional Discussion

- Committee asked Chelsea to share a bit more about herself. Chelsea shared her past experience and excitement to be here.

Next Meeting Schedule

Date: November 10th – Calendar invites to be sent.
Time: 3:30–5:00 p.m.

Location: EOB Office, Conference Room

ADJOURNMENT

The meeting was adjourned at 5:13 p.m. by Mitch Lewis and seconded by Nathan Allan.