

# OREGON AGRITOURISM NETWORK AGENDA

Thursday, November 3rd | 1:00 - 5:00PM | Roseburg, OR

*Purpose: To make Oregon a premier agritourism destination, hereby increasing Oregon's economic prosperity, particularly in rural areas.*



Time	Agenda Items	Facilitator/Presenter
1:00-1:35 (35)	<b>Welcome &amp; Introductions</b> <ul style="list-style-type: none"> <li>Share Meeting Purpose &amp; Review Agenda</li> <li>Reflections on the Tour of Kruse, Delfino &amp; Melrose</li> <li>Local Welcome from UCC-SBDC (Co-sponsor for this event)</li> <li>Participant Introductions: Name, Organization, Community &amp; Connection to Agritourism</li> </ul>	<b>Alexa Carey</b> , Destination Development - Travel Oregon <b>Debbie Catterson</b> , Director - Umpqua Community College Small Business Development Center
<b>Agritourism Industry Presentations</b>		
1:35-2:00 (25)	<b>State of the Oregon Wine Industry</b> Overview of the Oregon Wine Industry Orientation to the Wine Board & Key Priorities Educational & Informational Resources	<b>Michelle Kaufmann</b> , Communications Manager - Oregon Wine Board
2:00-2:20 (20)	<b>Capitalizing on Tourism Gaps – Highlights from Umpqua Valley Businesses</b>	<b>Misty Ross</b> , Economic Development Commission Board Member for City of Roseburg
2:20-2:45 (25)	<b>Wild Rivers Coast Farm Trail</b> Review of the New Farm Trail, Best Practices, Challenges and Growth Opportunities in Year 2	<b>Cathy Boden</b> , Eat Fresh & Local Action Team Leader – Wild Rivers Coast
<b>Refreshment Break + Networking (15 minute)</b>		
<b>Agritourism Action Team Presentations</b>		
3:00-3:30 (30)	<b>Policy Action Team</b>	<b>Erika Polmar</b> , Plate & Pitchfork – Agritourism Policy Lead
3:30-3:40 (10)	<b>Business Development Resources Action Team</b>	<b>Alexa Carey</b> , DDEV – Travel Oregon
3:40-4:00 (20)	<b>Marketing Action Team</b>	<b>Erick Garman</b> , ODA – Agritourism Marketing Lead
<b>Activity Set-up Break (5 min) – Move to Group Table</b>		
4:05-4:35 (30)	Topical Table Discussions: <ol style="list-style-type: none"> <li>Agritourism Policy with Erika</li> <li>Agritourism Business Certification with Erick</li> <li>Farm Loop Development with Cathy</li> <li>Oregon Wine Marketing Resources with Michelle</li> </ol>	All
4:35-4:50 (15)	Closing Thoughts: <ol style="list-style-type: none"> <li>Travel Oregon Update: Agritourism Product Development Training Opportunities</li> <li>Grant Funding Resources</li> <li>Next Steps and Actions</li> </ol>	<b>Alexa Carey</b> , DDEV – Travel Oregon
4:50 - TBD	Brief Introduction to the Southern Oregon Wine Institute – Followed by Umpqua Valley Wine Tasting Opportunity	<b>Joel Mann</b> , Associate Director – Southern Oregon Wine Institute