

# OREGON AGRITOURISM NETWORK AGENDA

Thursday, November 12<sup>th</sup> 2015 | 1:00-5:00PM | Portland, OR



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

## ATTENDEES

Alexa Carey, Travel Oregon	Kathleen Kellogg, Oregon Vines
Amanda Welker, Oregon Dept. of Agriculture	Katie Bray, Oregon Cheese Guild
Ashley Jones, Clackamas County Tourism	Leah Scafe, LET um EAT
Austin McGuigan, Polk County	Lenora Deslandes, Pitchfork Excursions
Brian Butenschoen, Oregon Brewers Guild	Mary Stewart, OSU Extension Service
Caleb Hilger, Oregon Brewers Guild	Maura Schwartz
Claudia Brown, Portrait Magazine	Melissa Fery, OSU Extension Service
Erick Garman, Oregon Department of Agriculture	Michael Adams, Chemeketa Community College
Erika Polmar, Plate & Pitchfork	Mike Watkins, City of Milton-Freewater
James Good, Good Bike Co. LLC	Rachel Weinstein, Gilliam County Oregon
Janet Dodson, Sunnyslope Marketing	Sara Miller, NEOEDD
Jennifer Cameron, Alpacas at Marquam Hill Ranch	Scottie Jones, Leaping Lamb Farm/U.S. Farm Stay Association
Julia Niiro, LET um EAT	Tom Hogue, Department of Land Conservation District
Kara Wilson Anglin, Wilson Ranches Retreat Bed & Breakfast	Tori Pontrelli, Travel Portland
Karie Walchli, Umatilla Co. Tourism	

## TRAVEL OREGON STAFF

Elena Vizzini, Destination Development Coordinator  
Katy Clair, Account Executive  
Michael Sturtevant, Director of Global Marketing Services  
Mo Sherifdeen, Director of Integrated Marketing

## FACILITATORS

Alexa Carey, Travel Oregon  
Kathi Jaworski. Write to Know

## WELCOME - Recap of Network History

- Early 2000 industry interest in agritourism coming from entities like dept. of agriculture and agri-business council
- Legislation and land use policy changes around agritourism activities have come up in the past 10 or so years
- Travel Oregon identified agritourism as a strategy for sustainable tourism development through the state and has been integrated in to the Rural Tourism Studio programming for the past 8 or so years.
- Conducted a scan of data to help identify the state of the industry and realized there needed to be a more concerted effort bring together this industry sector
- 2013 Agritourism Summit help identified areas of need for development in the sector
- 2014 working group convened by Travel Oregon helped create a vision and identify strategies to tackle
- Spring 2015 Launch of the Oregon Agritourism Network



- There's a lot of energy as state and county agency level, industry association level, there's many audiences and levels at which to work. There's enough interest and constituency to create some momentum in moving forward.

## INDUSTRY ORGANIZATION SHARING

Agritourism Limited Liability bill passed this summer

- Next step is to get signage posted at all the farms.
- Mary Stewart working with Farm Bureau to get an ORS number and figuring out how to produce signs.

Oregon Department of Agriculture

- Will be presenting a Craft Beverage pavilion at the National Restaurant Conference
- Call for Oregon vendors will be posted on Basecamp group Dec or Jan.

Travel Oregon – Agritourism Economic Impact Study

- Dean Runyan is the contractor; this will be a baseline study and help define the activities of agritourism.
- Looking for partners to help fund the study.
- Hope to launch in 2016 and would be a yearlong process – aim to have report out by 2017.
- Feedback from the group: Would like to have the study broken down by county

NE Oregon Agritourism Workshops

- Eastern Oregon Visitors Association received a grant to fund the Agritourism Studios (facilitated by Travel Oregon ) in NE Oregon region, this will likely launch in spring 2016

Mary Stewart- Updates from the County Level

- Regulators are struggling with what to include in code based on all this new agritourism development
- This is the time to provide feedback to regulator shape policy around agritourism development

US Farm Stays

- Received a grant to produce some consumer education videos to promote farm stays both in Oregon and nationwide.

## ACTION TEAM UPDATES

### Marketing Toolkit Development

- Team is putting together a marketing toolkit that will be posted on [Industry.TravelOregon.com](http://Industry.TravelOregon.com)
- The toolkit is specific to marketing activities for businesses that already are up and running.
- Aim to finish the toolkit by December on [TravelOregon.com](http://TravelOregon.com) and will use the network to promote the launch of the toolkit
- Mo: TO.com is working on getting farm stay content improved as part of the lodging update to launch for spring of 2016
- Future Projects: Agritourism Businesses Certification or Recognition program and a Supporter of Agritourism Designation - Need to assess if there is a demand for this, who will control it, is it a certification vs. recognition, how is it regulated, by who?



## **POLICY**

- Creating a framework to evaluate the current state of policy statewide and focusing on key areas
- Lodging, Food Handling, etc.
- Need help identifying the other policy pain points that businesses are encountering in developing their business
- Would like to pivot this have the industry lead effort with the regulatory agencies as a partner but not chief convener of collecting and gathering evidence for policy change.

### **Next Steps:**

- Working on creating a policy grid and glossary of terms
- Opportunities and obstacles that exist for farm-stays, Scottie is working on sending out a survey working the Mary.
- Scottie and Mary will work on a policy grid, will share this with the group then push out to partners to capture any feedback
- Next meeting: Will meet in Salem Friday December 10<sup>th</sup>

## **AGRITOURISM DEVELOPMENT HANDBOOK**

- Working on updating the 2003 Agri-Business Council and bringing it to an online format.
- Will be a resource to help people interested in starting an agritourism business to assess potential
- Kathi to project manage the process, a draft outline and timeline for completing the handbook has been posted on basecamp

### **Next Steps:**

- Divide up the table of contents among action team members for review and feedback on content to include/exclude.
- Next meeting: December 3<sup>rd</sup> via phone, will recap on the reviewed sections

## **FINAL QUESTIONS**

### **What would make your participation in this group worthwhile and continuous?**

- Chocolate! And showcase local foods at meetings
- More farm/ranch engagement
- Industry leading + convening
- Accountability and connection
- Transparency of teams
- Highlight Milestones
- Communication outside of online (flyers, brochures, printed promotion of the network)
- Visible involvement + contact info
- Need to move meeting locations around the state and possibly on farm (The Dalles? Or Sage Center?)
- Land Use Training
- Basecamp 101 training

### **Who's missing from the conversation?**

- Southern/Eastern Oregon (consider moving meetings)
- Farmers/Ranchers (Feb & April dates should be better)
- Vineyards + Breweries
- County Planners



- Oregon Travel Experience or ODOT
- Tour Operators
- Advocacy Groups – *may need to hold off on this until the group is more formalized*

**Suggestions for Next Meeting Topics**

<b>Topic Area</b>	<b>Best Organization to Present</b>
Land Use Information	Jim Johnson w/ODA Katherine Daniels w/DLCD
Best Practices – Stories from Successful Agritourism Operators	Panel of Successful Operators
Group Updates	Action Teams
Agritourism Presentation	Katy Coba (ODA Director)
Bringing Legislature to the Table – What is the conversation “inside the building”	TBD

**Proposed Next Network Meeting Dates:**

- 2/19 (Willamette Valley - Corvallis)
- 4/20 (Eastern Oregon – Pendleton or Boardman)
- 11/10 (Southern Oregon - TBD)

