



Agenda: Yolo/Sacramento/Solano Agritourism Summit

Monday February 13, 2017

UC ANR Building, 2801 Second Street, Davis, CA, 95818

- 8:30 – 9:00 a.m.** Check-in, coffee & pastries
- 9:00 – 9:20 a.m.** Welcome, introductions, summit overview
- 9:20 – 9:40 a.m.** UC Small Farm Program presentation of recent agritourism survey results
- 9:40 – 10:00 a.m.** **Richard Collins, Collins Farm** – a farmer’s perspective on the new farm environment and customer engagement
- 10:00 – 10:30 a.m.** **Taro Echiburú, AICP, Director of Yolo County Community Services** - recent Yolo County regulatory/permitting changes, impact of those changes and next steps
- 10:30 – 10:50 a.m.** Break
- 10:50 – 11:45 a.m.** Small-group break-out sessions by topic
- **Regulatory discussion** among planners and farmers from different counties, including discussion of Williamson Act restrictions and interpretations
 - **Social media** for agritourism training session
 - **Liability**, customer safety, ADA, insurance
 - **Regional tourism marketing partnerships** – CVBs, DMOs, agritourism associations, winery associations working together, sharing ideas for putting together tours, itineraries, maps, promotions and other activities
 - **Financing community agritourism development** – sharing ideas and experiences and challenges
 - **Agritourism operators chat** about activities, staffing, pricing, challenges and successes
- 11:45 – 12:15 p.m.** Report back from groups
- 12:15 – 1:15 p.m.** Lunch
- 1:15 – 2:00 p.m.** **Roger King, Suisun Valley Vintners & Growers Association**
Community agritourism development history, methods, experiences, challenges
- 2:00 – 2:20 p.m.** **Alan Humason, Visit Yolo**
Supporting and promoting agritourism in mainstream tourism channels
- 2:20 – 3:00 p.m.** Facilitated discussions by County – needs, ideas and plans for moving forward?
- 3:00 – 3:20 p.m.** Break
- 3:20 – 3:30 p.m.** Report back from county discussions
- 3:30 – 4:00 p.m.** Full group discussion of needs, opportunities, next steps
- 4:00 p.m.** Adjourn