



Agenda: Stanislaus/San Joaquin/Merced Agritourism Summit

Thursday March 23, 2017

Stanislaus County Agricultural Center (Harvest Hall), 3800 Cornucopia Way, Modesto, CA

- 8:30 – 9:00 a.m.** **Check-in**, coffee & pastries
- 9:00 – 9:20 a.m.** **Welcome** - Summit overview, UC Small Farm Program brief presentation of recent agritourism survey results
- 9:20 – 9:50 a.m.** **Agritourism Looks Like this** – Karen Macedo, RAM Farms, Turlock and Cindy Lashbrook, Riverdance Farms, Livingston
- 9:50 – 10:35 a.m.** **County Planning and Regulating; Changes, Plans and Process**
Brian Guerrero, Merced County Senior Planner
Angela Freitas and Kristin Doud, Stanislaus County Planning Department
San Joaquin County Planning Dept. representative (TBD)
- 10:35 – 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 all counties
 - **Social media for agritourism training session** – John Bos, Dutch Hollow Farms
 - **Event planning training session** – Cindy Lashbrook, Riverdance Farms and Courtney Smith, Bloomingcamp Ranch Bake Shop and Farm Stand
 - **Regional tourism partnerships** – CVBs, DMOs working together, sharing ideas for putting together tours, itineraries, maps, promotions
 - **Agritourism association development & agritourism operator collaboration** – farm trail maps & group events & shared marketing?
 - **Agritourism operators' chat and share**
- 11:45 – 12:15 p.m.** **Report back** from groups
- 12:15 – 1:15 p.m.** **Lunch**
- 1:15 – 1:55 p.m.** **Community Agritourism Development; Working Together for All**
Stuart Spencer, Lodi WineGrape Commission Program Manager
- 2:00 – 2:20 p.m.** **Supporting and promoting agritourism** & engaging agritourism in mainstream tourism – Karen Baker, City of Merced Visitor Services
- 2:20 – 2:50 p.m.** **Facilitated discussions by County** – needs, ideas and plans for moving forward?
- 2:50 – 3:10 p.m.** **Report back** from county discussions
- 3:10 – 3:30 p.m.** **Full group discussion** of needs, opportunities, next steps for region
- 3:30 p.m.** Complete evaluation, **Adjourn**