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