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