

**AGENDA**  
**Oregon Statewide Agritourism Working Group**  
**Kick-off Meeting**  
**Thursday, March 20, 2014, 9 am-noon**  
**Food Innovation Center, 1207 NW Naito Parkway, Portland**

9:00-9:15	Welcome and introductions
9:15-9:25	Goals for the day and for the meetings between now and June
9:25- 10:25	<p>The state of agritourism in Oregon</p> <ul style="list-style-type: none"> <li>• Current Travel Oregon role and activities</li> <li>• Other initiatives, recent and current</li> <li>• Issues and opportunities discussion <ul style="list-style-type: none"> <li>○ Low hanging fruit</li> <li>○ Longer term possibilities</li> </ul> </li> </ul>
10:25-11:25	<p>Long term vision for Oregon agritourism</p> <ul style="list-style-type: none"> <li>• Preliminary discussion</li> </ul>
11:25-11:45	<p>Examples of other statewide agritourism development strategies</p> <ul style="list-style-type: none"> <li>• Promising approaches?</li> </ul>
11:45-noon	<p>Next steps:</p> <ul style="list-style-type: none"> <li>• What information/input is needed to craft goals and strategies?</li> <li>• How can this group be most effective in its role?</li> <li>• Confirm meeting schedule</li> </ul>