

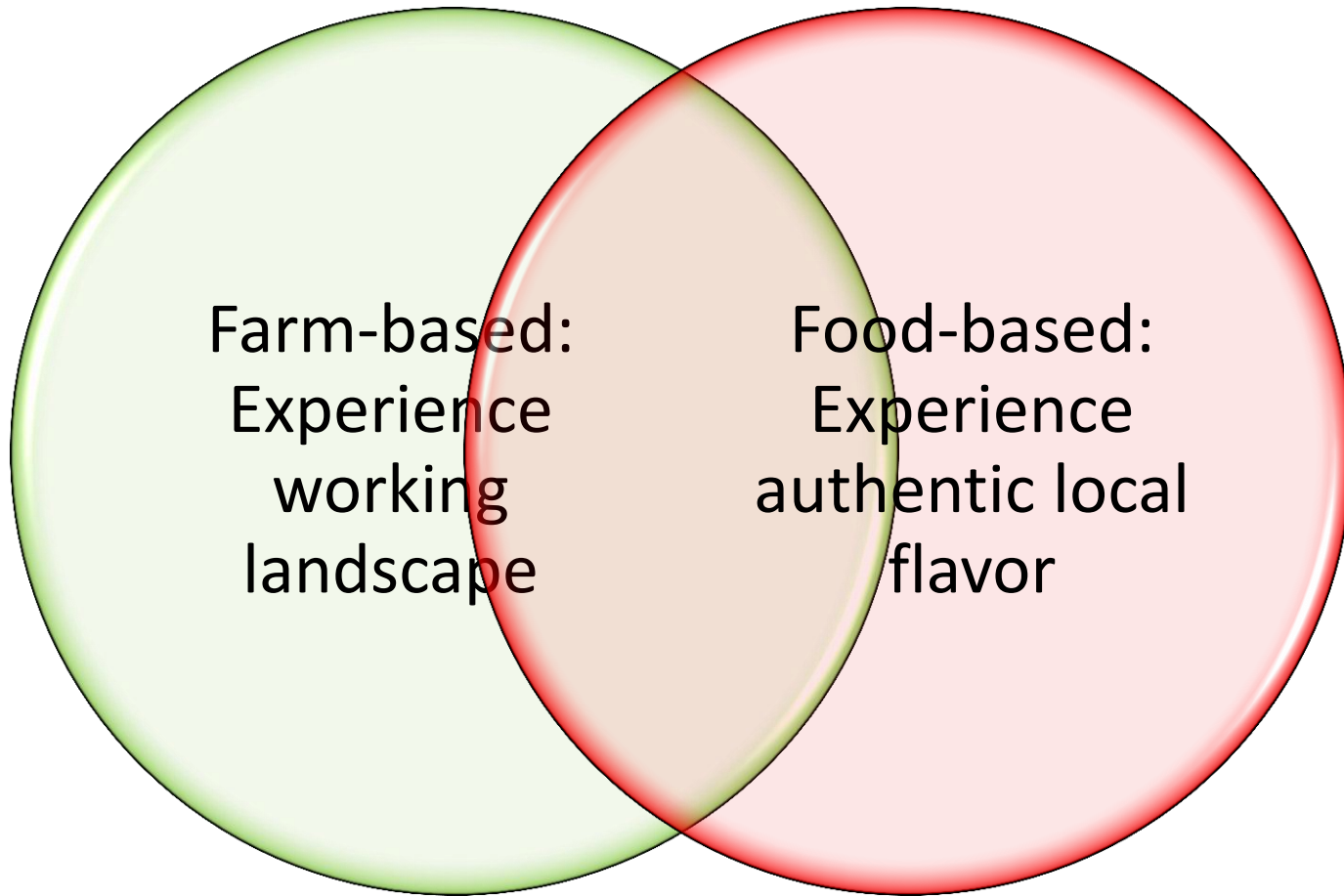
# **Oregon Agritourism Working Group Meeting #3**

**June 5, 2014**

# Agenda

- Take-aways from meeting #2
- Draft vision review
- Goals- refine and measures
- Priority strategies
- Next steps

# Working Definition



# 2025 Vision for Agritourism

- What's different for farms and ranches?
- What's different about the visitor experience?
- What's different about life in communities?

**Compelling?**

# I. Draft Five Year Goals

- A. Innovative and successful regulatory and policy framework. . .
- B. Dedicated funding. . .
- C. Signage and wayfinding. . .
- D. Increased market visibility. . .
- E. Firm definition of Oregon Agritourism product. . .
- F. Five Oregon communities revitalized. . .
- G. All elementary schools have curriculum re: food. . .

## II. Draft Five Year Goals

- Are the draft goals clear?
- Is progress measurable?
- Are the draft statements all goals (a measurable change in 5 years), and/or are any strategies (something that will be implemented to achieve the goal)?
- Are the goals, if achieved, meaningful?

# I. Two Year Strategies

- Brainstorm possible strategies for each goal (remember, strategies represent action and must have a verb?)
- Review tables on pages 4-5 and 7 for additional ideas
- Assess your rough ideas- which seem most promising to start with and why? Choose no more than 3 strategies per goal.
- Prepare to present back your recommendations to whole group

## II. Two Year Strategies





# If Travel Oregon *could* focus on one thing first . . .

- Marketing
- Developing new visitor products and services
- Policy changes
- Other

**What other organizations could help implement strategies to achieve our goals?  
How might we engage them?**

# Next steps for this group

- What would you like to see?
- What options make sense for how people can participate?