**OREGON AGRITOURISM NETWORK AGENDA
Friday, February 12th | 1:00-5:00PM | Corvallis, OR**
*Purpose: To make Oregon a premier agritourism destination,
 hereby increasing Oregon's economic prosperity, particularly in rural areas.*

**PARTICIPANTS (In-person RSVPs)**

Anne Schuster, Benton County
Ashley Jones, Clackamas County
Bill Dean, OilExTech, LLC

Brett Gallagher, Cascadia Expeditions

Carol Tannenbaum, McKenzie River Lavender

Catherine Parks, Nella Mae's Farm

Cathy Boden, Curry Watershed Partership

Chris Bentley, Benton County Planning

Denise Guinn

Doug Lee, OK Ranch & Retreat

Edwina King, Lavender Valley

Ellie Cleys, The Farmers Daughter /OLA

Erick Garman , ODA

Erika Polmar, Plate & Pitchfork

Genevieve Sheridan

Hillary Gallino

Janet Dodson, Sunnyslope Marketing

Janna Ellings, Chehalem Flats /OLA

Jennifer Cameron, Alpacas at Marquam Hill Ranch

Jeri St Onge, Willamina Farmers Market

Joe Nieslanik, Rhodes Warden Insurance

Kathi Jaworski, Write to Know

Kristy Athens , NEOEDD

Lanita Witt, Willow-Witt Ranch

Linden Burk, HupHo Farm

Lynda Kamerrer, Cedar Creek Meats
Madeline Wion, Magdalena Orchards

Marcia Mueller, OilExTech, LLC

Marilyn Kosel, Oregon Lavender Assn

MarkliAnn Johnston, O.A.T.S.

Mary Lee, OK Ranch & Retreat

Mary Beyer, Wine Down Ranch

Mary Pat Parker, Visit Corvallis

Melissa Fery, OSU Extension Service

Michael Held, Rural Development Initiatives

Michelle Martin, NeighborWorks Umpqua

Morgan Rider, Grady Britton

Nella Parks, Nella Mae's Farm

Phillip Cooper, ALKO Hospitality

Richard Fiala, Fiala Farms

Rick Reynolds, ShareOregon

Ryan Mahaffy, Mahaffy Ranch

Samara Phelps, Clackamas County Tourism

Sara Miller, NEOEDD

Sarah Lessen, Yamhill Enrichment Society

Shannon Brubaker, ODA

Sharon Thornberry, Oregon Food Bank

Shawn Irvine, City of Independence

Shawna Mahaffy, Mahaffy Ranch

Sue Hunton, Camas County Mill
Susan Richman, Belle Mare Farm

Suzanne Willow, Willow-Witt Ranch

Thomas Hogue, DLCD

Tom Hunton, Camas County Mill
Tom Nichols, Nichols Livestock

 **TRAVEL OREGON STAFF**

Alexa Carey, Destination Development
Kristin Dahl, Destination Development

Katy Clair, Global Marketing

Harry Dalgaard, Regional Investment Program Manager

Elena Vizzini, Destination Development Coordinator

**Welcome – See attached presentation for details**

* Network Purpose and History
* Agenda Review + Future Vision

**Opportunities in Agritourism: Industry Overview – see presentation for details**

* What makes Oregon unique and special in terms of tourism?
* The Theory - term definition, categories of culinary & agritourism; market trends and visitor profiles
* Catalysts for Increasing Economic Value: best practice lessons for working together as a regional destination - drawing from world class case studies

 **Industry Presentations:**

Success Stories: Impact of Agritourism on Farms and Ranches

* Tom & Sue Hunton, [Camas County Mill](http://camas.squarespace.com/) and [Schoolhouse Project](http://camas.squarespace.com/the-schoolhouse-project/)
* John Eveland, [Gathering Together Farms](http://www.gatheringtogetherfarm.com/), Philomath

Industry Presentation:

* Oregon Department of Agriculture – [Celebrate Oregon Agriculture](http://www.oregon.gov/ODA/programs/MarketAccess/Pages/CelebrateOregonAg.aspx)

**OREGON AGRITOURISM NETWORK PROJECT UPDATES**

**Product Development Team:**

* Agritourism Handbook (Update) –Review of content by Kathi Jaworski

**Marketing Team:**

* Current Project: Toolkit (Finished) - Review of content by Katy Clair
* Next Project: Certification Program

**Statewide Initiatives:**

* Rural Perspective: Grocery Stores and Farmer’s Market -
Sharon Thornberry, Oregon Food Bank

**Policy:**

* Industry Presentation: What you CAN & CANNOT do in Agritourism by County

Erika Polmar, Policy Action Team Lead, Plate & Pitchfork Founder

* + Current Project: County Regulation Inventory
	+ “Heat map”

**TEAM PROJECT DISCUSSIONS
Marketing Report Out:**

* Certification- internal team working on a draft, will bring forward to group at a later date

**Policy Action Team Report Out:**

* Joining Research Team
* Create a Glossary of Terms
* Check lists and questions for what to consider when talking to a planner

**Agritourism Best Practices from Operator’s Perspective**

**KEY DISCUSSION**

* Communication!
	+ That’s what this all about
* Determining how to approach the county
* Knowing target customer – what markets work especially well?
	+ Who should Agritourism businesses market to?
* What is the best business structure for Agritourism businesses?
	+ Non Profit
	+ LLC
* Best Practices with establishing partnerships
	+ Non profits
	+ Volunteer based entities
* Education
	+ How to best establish connections with Farm to School
	+ Is there a farm to school exemption?
* Operational best practices for tours
	+ What time of the week work the best
	+ Should we charge?
	+ What should we charge?
	+ What should we give back for participation
* Finding Capital
	+ What are the best sources for capital investment?
	+ Grant resources
	+ Fundraising for new expansion
* Fiduciary responsibility nested with other agencies and entities and non-profits

**Next Dates:**

* Spring Oregon Agritourism Network Meeting: Sage Center, 4/20 (Boardman)
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**Policy Questions from OAN Network Meeting Participants (Answers provided by Erika Polmar)**

*\*\*The Oregon Tourism Commission is making this information available on its website solely as a courtesy and convenience. The information does not necessary reflect the position of the Commission and inclusion of the information on the Commission’s website should not be construed as the Commission’s endorsement of the views or opinions expressed therein. The Commission makes no representations or warranties regarding the information and you assume all risk associated with or arising from your use of or reliance on the information.*

**Q: As farms get more popular as destinations will there be many changes in insurance rider requirements & regulations. Being able to afford insurance is a concern to many farmers I know.**

A: In June of 2015 the Oregon state legislature passed SB 341 which declared, effective immediately, agritourism professionals are not liable for injury to or death of a guest arising out of inherent risks of agritourism if the agritourism professional posts certain notices. The full text of SB 341 provides very detailed information about your responsibilities and also how this notice must be posted. You’ll find the text here: https://olis.leg.state.or.us/liz/2015R1/Downloads/MeasureDocument/SB341/Enrolled

The notice that is to be posted for your guests to see is:

“WARNING Under Oregon law, there is no liability for an injury to or the death of a participant in an agritourism activity conducted at this agritourism location if the injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities are risks of injury inherent to land, equipment and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.”

**Q: Are there any insurance companies that specialize in providing coverage for the agritourism industry?**

A: Dennis Gamroth at Pacific Risk Management in Salem was recommended by Scottie Jones of Leaping Lamp Farm Stay. Pacific Risk’s office number is 503-399-2100.

Joe Nieslanik introduced himself after the policy presentation. When he’s not raising lamb & ducks he happens to be an Account Executive with Cammack Kingsley, a Rhodes-Warden Insurance Agency. You can find Joe at 503-769-7105 or jnieslanik@rhoadeswardenins.com

**Q. What are the agritourism/farm stay policy’s that support existing farms near Portland zoned RF.**

Multnomah County has not yet adopted optional agritourism provisions as provided for under ORS 215.213. So far, the policy direction is to not adopt agritourism provisions in western Multnomah County and to adopted a limited agritourism provisions in portions of eastern rural Multnomah County outside the Columbia River Gorge Rural Plan Area. The Planning Commission may consider standards for east county later this year.

If you are operating in Portland you actually need to consider Portland City Code. And because you’re not in an EFU zone none of the parameters of ORS 215 apply to your property.

In 2014, the Portland City Council changed the zoning code to specifically allow “short term rentals,” but placed some limitations on your ability to make your home available to others. Most importantly, you must obtain a permit from the City's Bureau of Development Services to rent out any portion of your home. There are two levels of permits, depending on how many bedrooms are offering. For two or fewer bedrooms, a local resident must occupy the residence for at least 270 days each year, your neighbors must be notified in writing that you will be obtaining a permit, and each bedroom must have a smoke detector and may require a carbon monoxide detector. Once you mail in your permit application, the City will contact you for an inspection. If you intend to make more than two bedrooms available, many of the same requirements apply, plus some additional criteria and you will have to go through a lengthier conditional use process. Additional information is available on the <http://www.portlandoregon.gov/bds/65603> **Failing to register will result in penalties.**

Your business will require a license from the City of Portland. More details are here: <http://www.portlandoregon.gov/revenue/article/216081>

The City of Portland, Multnomah County and the State of Oregon all assess transient lodging taxes on hotels, motels, and short-term rentals. A “short-term rental” is defined as a guest stay of 30 days or less. More information about the transient lodging tax is available at the counties page (<https://www.portlandoregon.gov/revenue/article/415034>).

**Q. If we want to sell our value added products such as salad dressing and herbal butter who do we contact and what resources are there to get us going?**

A. Oregon State University has a number of great hand outs and programs available to help you with your value added products. This document provides an overview of licensing, it’s a great place to start:

<http://smallfarms.oregonstate.edu/sites/default/files/regs_licenses_handout_sfc_2013.pdf>

And be sure to look at the resources and programs available through the Value Added Processing Extension Program. <http://oregonstate.edu/foodsci/foodweb/>

The Food Innovation Center also offers support: <http://fic.oregonstate.edu/>

**Q. I’m new to this aspect of tourism and need to know resources for farmers markets both legal and licensing frameworks.**

A. When you’re wondering about what you can sell, what needs a license and what is exempt, this page maintained by the Oregon Department of Agriculture is a great resource. <http://www.oregon.gov/oda/programs/FoodSafety/FSLicensing/Pages/WithoutLicense.aspx>

Be sure to scroll all the way to the bottom of the page for additional PDFs about Food Code, Farmers Market Safety Guidelines and Domestic Kitchens.

If you’re wondering about having a farm stand on your property you’ll need to call your county and ask for information about the possibility of having a Farm Stand. You can also visit your county’s planning department website if you want to look up the Farm Stand code yourself.

**Q. I’m looking for success stories and challenges of creating a great agritourism experience in an urban area and would like to network with people who are familiar with Portland & Multnomah County restrictions.**

A. Your Travel Oregon Destination Development Team is a great resource for introductions to other operators in the Network. Connect with Alexa Carey, Agritourism Destination Development specialist at alexa@traveloregon.com. You’re also welcome to email Erika at dine@plateandpitchfork.com

**Q. Can we have tours of marijuana farms? What about marijuana dinners?**

A. Although Measure 91 made recreational marijuana legal, HB 3400 passed in July 2015.  It’s the provision that allows counties to prohibit cultivation, it also permits cultivation in EFU zones.  However, HB 3400 **does not allow** local governments to permit cannabis businesses as farm stands or commercial activities in conjunction with farm use therefore making it incredibly difficult for a cannabis grower to operate under agritourism business on rural lands in Oregon.

If a grower is operating in zoning other than EFU, perhaps it’s permissible but it should be verified by local planning and the OLCC.

Additionally partaking in marijuana publicly is not legal.  And the OLCC does not permit alcohol and pot consumption in the same venue so any event or outing that’s including consumption will have lots of obstacles to overcome.

**In addition to these questions a few other issues were raised that the Policy team will endeavor to explore they are:**

* Might it be possible for all education events on farms such as school field trips, farm-to-farm networks, tours, and how-to events be exempt from agritourism policy and be permissible in all cases.
* How to work within the confines of ODOT regulations to find signage options for agritourism businesses
* Identify ways to make state land use regulations work for farmers of large & small scale so that we don’t end up losing small farms to industrial-scale agriculture.

**Additional Notes:**

* Heat map (previewed during meeting) is based on EFU land but the next to tackle would be fixed use farm forest
* Operators must file permit for their operation/activity with signature from landowner
* Land use is restrictive but it also helps us protects the rural character of the places we love
* Onsite sanitation is the bottom line for a lot of these business activities.
* Don’t think that everything is … some counties are more permissive than others.
* You’re putting yourself and guests at risk if you do not start with checking in with your county planner before doing.
* Permits, especially conditional use permits take a LONG time. Keep this in mind when planning!

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