**OREGON AGRITOURISM NETWORK AGENDA**

**Thursday, November 3rd | 1:00 - 5:00PM | Roseburg, OR**

*Purpose: To make Oregon a premier agritourism destination, hereby increasing Oregon's economic prosperity, particularly in rural areas.*

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| 1:00-1:35 (35) | **Welcome & Introductions**  
• Share Meeting Purpose & Review Agenda  
• Reflections on the Tour of Kruse, Delfino & Melrose  
• Local Welcome from UCC-SBDC (Co-sponsor for this event)  
• Participant Introductions: Name, Organization, Community & Connection to Agritourism | **Alexa Carey**, Destination Development - Travel Oregon  
**Debbie Caterson**, Director - Umpqua Community College Small Business Development Center |

**Agritourism Industry Presentations**

1:35-2:00 (25)  
**State of the Oregon Wine Industry**  
Overview of the Oregon Wine Industry  
Orientation to the Wine Board & Key Priorities  
Educational & Informational Resources

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<td>2:00-2:20 (20)</td>
<td><strong>Capitalizing on Tourism Gaps – Highlights from Umpqua Valley Businesses</strong></td>
<td><strong>Misty Ross</strong>, Economic Development Commission Board Member for City of Roseburg</td>
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| 2:20-2:45 (25) | **Wild Rivers Coast Farm Trail**  
Review of the New Farm Trail, Best Practices, Challenges and Growth Opportunities in Year 2 | **Cathy Boden**, Eat Fresh & Local Action Team Leader – Wild Rivers Coast |

**Refreshment Break + Networking (15 minute)**

**Agritourism Action Team Presentations**

3:00-3:30 (30)  
**Policy Action Team**

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<td>3:30-3:40 (10)</td>
<td><strong>Business Development Resources Action Team</strong></td>
<td><strong>Alexa Carey</strong>, DDEV – Travel Oregon</td>
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<td>3:40-4:00 (20)</td>
<td><strong>Marketing Action Team</strong></td>
<td><strong>Erick Garman</strong>, ODA – Agritourism Marketing Lead</td>
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**Activity Set-up Break (5 min) – Move to Group Table**

4:05-4:35 (30)  
**Topical Table Discussions:**  
1. Agritourism Policy with Erika  
2. Agritourism Business Certification with Erick  
3. Farm Loop Development with Cathy  
4. Oregon Wine Marketing Resources with Michelle

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| 4:35-4:50 (15) | **Closing Thoughts:**  
1. Travel Oregon Update: Agritourism Product Development Training Opportunities  
2. Grant Funding Resources  
3. Next Steps and Actions | **Alexa Carey**, DDEV – Travel Oregon |
| 4:50 - TBD | **Brief Introduction to the Southern Oregon Wine Institute – Followed by Umpqua Valley Wine Tasting Opportunity** | **Joel Mann**, Associate Director – Southern Oregon Wine Institute |