

Thank you for joining us!
We will be starting at 1:00 PM.

For those of you in the room:

**Please sign in, grab an agenda and nametag,
and take a seat near someone you have not met**

For those of you joining us remotely:

**Please call in for your audio, view using your
laptop or mobile device, and mute yourself until
we get to introductions.**

Phone #:

Passcode:



OREGON AGRITOURISM NETWORK

November Network Meeting

November 12th, 2015

Industry.TravelOregon.com/agritourism



WELCOME!

Let's share a bit of history of how we've got here...

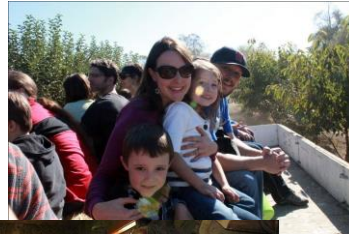
Oregon Agritourism Development 10-Year Vision



- Oregon is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences.
- Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state.
- Easy for Oregon visitors to explore, dine and experience life on a farm, and to connect agritourism experiences with other nearby visitor experiences.
- While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.
- The success of agritourism brings increased prosperity to Oregon communities.

GROUP NORMS

- **Be open:** open your mind, ears and heart
- **Be comfortable:** move around
- **Be respectful**
- **Mix it up!** Sit with new people
- **Time:** We start and end meetings and breaks on time
- **Most importantly: Have fun!**



AGENDA



- I. Welcome
- II. Introductions and Announcements
- III. Industry Organization Sharing
- IV. Action Team Updates
(15 minute break)
- V. Working Group Discussions
- VI. Next Steps and Network Direction

INTRODUCTIONS

1. Name and Affiliation
2. What is your connection to agritourism?
3. What is one project you're working on right now that you're excited about?



INDUSTRY ORGANIZATION SHARING

If you represent a larger industry association or state agency, please share brief update describing your efforts or a success story!



ACTION TEAM UPDATES

- Marketing
Katy Clair
Travel Oregon
- Product Development
Melissa Fery
OSU Extension
Kathi Jaworski
Travel Oregon
- Policy
Tom Hogue
*Dept. of Land Conservation
and Development*



Break!



ACTION TEAM WORKING GROUPS

- Marketing
- Product Development
- Policy

WiFi password: frenchfry



Action Team Report Out

(Be prepared to report out at
4:10 for 5 minutes per team)

- What key points did you discuss/What projects are you working on?
- What are your next steps after this meeting?
- What input do you need from the full group?
- When is your next meeting?



Next Steps

1. What would make your participation in this group worthwhile?
2. What agenda topics and presentations would be most helpful for future meetings?
3. Next Meeting: Friday, February 19th, 2016 in Corvallis
(Tentative - details TBD)

