

Growing Agritourism Workshop, Feb 2, 2011 Sacramento-San Joaquin Delta region

Rio Vista Veterans Memorial Building, 610 Saint Francis Way, Rio Vista, CA 94571

Morning Session		Moderator: Shermain Hardesty, UC Small Farm Program
8:30-9:00	Registration/Continental Breakfast	
9:00-9:15	Welcome/ Overview of the Day	Don Nottoli, Sacramento County Supervisor Penny Leff, UC Small Farm Program
9:15-9:30	Demand for agritourism	Wes Rhea, Stockton Convention & Visitors Bureau
9:30-10:30	Successes in Agritourism – working through the challenges	
	Panel Moderator:	Kathryn Lyddan, Brentwood Agricultural Land Trust
	Operator panel:	Ken Hagan, Harvest Time in Brentwood, Contra Costa Co. Barbara Frantz, Tess' Community Farm Kitchen, CC Co. Tim Neuharth, Steamboat Acres, Sacramento Co. Hallie Muller, Full Belly Farm, Yolo County
10:30 -10:45	Break	
10:45 -11:30	Making the connections – adding agritourism to the visitor's itinerary	
	Panel Moderator:	Janet Caprile, UCCE Contra Costa County
	Marketing panel:	Wes Rhea, Stockton Convention & Visitors Bureau Mark Chandler, Lodi Winegrape Commission Wendy Martin, Discover the Delta Foundation
11:30 -12:15	Starting is the hardest part – Supporting new agritourism operators	
		Penny Leff, UC Small Farm Program Carole Paterson, UCCE Solano County Sean Krietch, UCCE Calaveras & Amador Counties
12:15-1:00	Lunch & networking time	
Afternoon Session		Moderator: Penny Leff, UC Small Farm Program
1:00-1:20	Websites and social media for operators, associations & counties	Jacob Stansky, XO Pandora Designs
1:20-2:20	Planning, permitting and changing agritourism regulations	
	Planning Panel:	Ryan Hernandez, Contra Costa County Planning Dept Jim Louie, Solano County Planning Dept Kathryn Lyddan – Working with a county to change the rules
2:20 -2:30	Break	
2:30-3:30	Small group discussions on selected topics – Two 30 minute rounds	
	Small group topics – see next page for details:	
	-	Round-table for planners and stakeholders about ordinances, fees and permitting
	-	Working together to develop and promote county-wide and regional agritourism
	-	Agritourism association development
	-	Agritourism 101
	-	Websites and social media
3:30-4:00	Report back from small groups, Q&A	
4:00-4:15	Wrap-up/ Evaluation	

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