

Growing Agritourism Workshop, Wednesday, May 18, 2011 Central Coast region

UCCE Monterey County Agricultural Center, 1432 Abbott Street, Salinas CA 93901

<u>Morning Session</u>		<u>Moderator: Aziz Baameur, UC Cooperative Extension</u>
8:30-9:00	Registration/Continental Breakfast	
9:00-9:15	Welcome/ Overview of the Day	Dennis Donahue, Mayor of Salinas Penny Leff, UC Small Farm Program
9:15-10:15	Successes in Agritourism – working through the challenges	
	Panel moderator:	Laura Tourte, UCCE Santa Cruz County
	Operator panel:	Nita Gizdich, Gizdich Ranch, Santa Cruz County George Work, Work Ranch, Monterey County Bonnie Swank, Swank Farms, Hollister
10:15 -10:30	Demand for agritourism	Annie Hess, California Travel & Tourism Commission
10:30 -10:45	Break	
10:45 -11:30	Making the connections – adding agritourism to the visitor’s itinerary	
	Panel moderator:	Aziz Baameur, UCCE
	Marketing panel:	John Reyes, Monterey County Conference & Visitors Bureau Bill Ringe, Santa Cruz County Farm Bureau Evan Oakes, Ag Venture Tours
11:30 -12:15	Education & advocacy – organizations building support and connections	
	Panel moderator:	Penny Leff, UC Small Farm Program
	Educator panel:	Peter Ruddock, Slow Food South Bay Jessica Ridgeway - Live Earth Farm Discovery Program Andy Mitchell, Hahn Estates Vineyards & Winery, CCVT
12:15-1:00	Lunch & networking time	
<u>Afternoon Session</u>		<u>Moderator: Penny Leff, UC Small Farm Program</u>
1:00-1:20	Websites and social media for operators, associations & counties	
		Jered Lawson & Nancy Vail, Pie Ranch, Pescadero
1:20-2:20	Planning, permitting and changing agritourism regulations	
	Planning Panel:	Carl Holm, Monterey County Resource Management Rob Eastwood, Santa Clara County Senior Planner Kathy Previsich, Santa Cruz County Planning Director
2:20 -2:30	Break	
2:30-3:30	Small group discussions on selected topics – Two 30 minute rounds	
	Small group topics:	
	<ul style="list-style-type: none"> • 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 & social media 	
3:30-4:00	Report back from small groups, Q&A	
4:00-4:15	Wrap-up/ Evaluation	

Sponsored by the UC Small Farm Program and UC Cooperative Extension

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