

# Growing Agritourism Workshop Agenda - February 16, 2011

## A workshop for the North Coast Region

Location: Ukiah Valley Conference Center, 200 South School Street, Ukiah, CA 95482

<b>Morning Session</b>		Moderator: Glenn McGourty, UCCE
8:30-9:00	<b>Registration/Continental Breakfast</b>	
9:00-9:15	<b>Welcome/ Overview of the Day</b>	Mendocino County Supervisor Carrie Brown Penny Leff, UC Small Farm Program
9:15-9:30	<b>Demand for agritourism – Who visits? How do they search? What do they want?</b>	Richard Strom, Visit Mendocino
9:30-10:30	<b>Local Successes in Agritourism – Working through the challenges</b>	
	<b>Panel moderator:</b>	Penny Leff, UC Small Farm Program
	<b>Operator panel:</b>	Tara Smith, Tara Firma Farm, Sonoma County Karen Bates, Philo Apple Farm, Mendocino County Ben Provan, Magruder Ranch, Potter Valley
10:30 -10:45	<b>Break</b>	
10:45 -11:45	<b>Planning, permitting and developing agritourism regulations</b>	
	<b>Panel moderator:</b>	Carrie Brown, Mendocino County Supervisor
	<b>Planning Panel:</b>	Richard Coel, Lake County Community Development Jennifer Barrett, Sonoma County Planning Dept Lisa Bush, Marin Co. Agricultural Ombudsman
11:45 -12:15	<b>Agritourism in other communities</b>	Ellie Rilla, UCCE - European agritourism Rachel Elkins, UCCE - Michigan agritourism
12:15-1:00	<b>Lunch, networking &amp; innovative ideas</b>	Lake County Quilt Trail Humboldt County Barns
<b>Afternoon Session</b>		Moderator: Rachel Elkins, UCCE
1:00 -1:30	<b>Websites and social media for operators, associations and counties</b>	Terre Logsdon, County of Lake Christian Ahlman, Six Sigma Ranch
1:30 -2:30	<b>The challenges of startup – support and resources for new agritourism operators</b>	
	<b>Panel moderator:</b>	Ellie Rilla, UCCE
	<b>Advisor panel:</b>	Joey Luiz, Vigilance Winery, Lake County Dan Desmond, Perini Ranch, Lake County Deborah Giraud, UCCE – Supporting agritourism operators
2:30 -2:45	<b>Break</b>	
2:45 -3:45	<b>Making the connections – Getting agritourism onto the visitor’s itinerary</b>	
	<b>Panel moderator:</b>	Richard Strom, Visit Mendocino
	<b>Marketing panel:</b>	Jonelle Tannahill, California Travel and Tourism Commission Christine Cole, Sonoma county Farm Trails Tim Zahner, Sonoma County Tourism Bureau
3:45-4:15	<b>General Q &amp; A, Wrap-up &amp; Evaluation</b>	

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