

# Agenda for Agritourism Professional Development Workshop, Feb 2, 2011

## Sacramento-San Joaquin Delta region

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

### Morning Session

- 8:30-9:00     **Registration/Continental Breakfast**
- 9:00-9:15     **Welcome/ Overview of the Day** -Don Nottoli, Sacramento County Supervisor
- 9:15-9:30     **Demand for agritourism**         - Wes Rhea, Stockton Convention & Visitors Bureau
- 9:30-10:30    **Successes in Agritourism – working through the challenges**  
                  **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**  
                  **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

- 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:**  
                  - 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  
                  - Other topic (s)
- 3:30-4:00     **Report back from small groups, Q&A**
- 4:00-4:15     **Wrap-up/ Evaluation**

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