



Agenda: Riverside/San Diego/San Bernardino Region Agritourism Summit

Wednesday March 29, 2017

La Sierra University, 4500 Riverwalk Pkwy, Riverside, CA 92505

- 8:30 – 9:00 a.m.** **Check-in**, coffee & pastries
- 9:00 – 9:30 a.m.** **Welcome** - Summit overview, UC Small Farm Program brief presentation of recent agritourism survey results
- 9:30 – 10:00 a.m.** **Economic opportunities and community benefit; the potential for agritourism**
Thom Curry, Temecula Olive Oil Company
- 10:00 – 10:30 a.m.** **Agritourism Looks Like this** – Devon Riley, Rileys at Los Rios Ranch, Oak Glen and Glenn Tanaka, Tanaka Farms, Irvine
- 10:30 – 10:45 a.m.** **Break**
- 10:45 – 11:30 a.m.** **County Planning and Regulating; Changes, Plans and Process**
Moderator: Assemblyman Chris MacArthur, GrowRIVERSIDE
David Prusch, San Bernardino County Land Use Services
Phayvanh Nanthovongdouangsy, Riverside County Planning Department
Joe Farace, San Diego County Planning Department
- 11:30 – 12:00 p.m.** **Break out discussions by county** with farmers/planners/others
- 12:00 – 12:15 p.m.** **Report back** from county discussion groups
- 12:15 – 1:00 p.m.** **Lunch**
- 1:00 – 1:50 p.m.** **Agritourism associations: – sharing successes and challenges**
Oak Glen Apple Growers and Ramona Winery Association
- 1:50 – 2:20 p.m.** **Temecula Valley Wine Country Development and Marketing**
Bill Wilson, Temecula Valley Winegrowers Association
- 2:20 – 2:50 p.m.** **Breakout discussion groups by topic of interest**
- Farmer to farmer chat about agritourism operations & strategies
 - Regional agritourism development
 - Tourism partnerships and marketing collaborations
 - Advocacy – working together to change the rules
 - Insurance, liability & safety in agritourism
- 2:50 – 3:00 p.m.** **Break**
- 3:00 – 3:20 p.m.** **Report back from group discussions**
- 3:20 – 3:45 p.m.** **Full group discussion** of needs, opportunities, next steps for region
- 3:45 p.m.** Complete evaluation, **Adjourn**

