



## **Agritourism Workshop #3 – Getting Started with Agritourism**

June 15, 2017 – San Luis Rey Water Reclamation Facility, 3950 N. Rivers Road, Oceanside, CA 95058

- 8:30- 8:50 a.m.** Check-in, coffee & pastries
- 8:50-9:10 a.m.** Welcome/Introductions/Workshop Overview  
*Leslee Gaul, Visit Oceanside*
- 9:10-9:45 a.m.** An agritourism operator’s story: Challenges, successes, and plans for the future  
*Errin Mendibles, Event Coordinator, Myrtle Creek Botanical Gardens*
- 9:45-10:15 a.m.** Assessing the agritourism potential of your land/farm  
*Penny Leff, Agritourism Consulting*
- 10:15 -10:30 a.m.** Break
- 10:30 – 11:30** Navigating Regulations and Permitting  
*Russ Cunningham, City of Oceanside Planning Department*  
*Colleen Foster, City of Oceanside Waste Management*  
*Q & A about individual situations and options*
- 11:30 -12:00 noon** Understanding visitor expectations  
*Linda DiMario, Senior Director of Economic Development & Tourism, Destination Irvine*
- 12:00 -12:45 p.m.** Working Lunch to discuss ideas & plans
- 12:45- 1:15 p.m.** Full group sharing about ideas, plans, collaboration possibilities so far
- 1:15 - 1:45 p.m.** Overview of liability, insurance and resources for safety & emergency planning  
*Jennifer Horton, Montoya Insurance, and Penny Leff, Agritourism Consulting*
- 1:45 – 2:15 p.m.** Marketing strategy presentation– successful websites & social media overview  
*Leslee Gaul, Visit Oceanside*
- 2:15 – 3:00 p.m.** Creating a “one-page business plan”  
*Joe Molina, MiraCosta College, Program Director for Entrepreneurship (DSN)*
- 3:00 p.m.** Evaluation, adjourn, network