**Riverside/San Bernardino/San Diego Regional Agritourism Summit Discussion Notes**
From group discussions at Summit, March 29, 2017

**Morning - County Breakout group: San Diego**

* Needs
	+ Cultural advice
	+ Regulatory advice
	+ Signage barriers
	+ Funding sources
	+ Agritourism association
	+ Lack of public awareness
* Opportunities
	+ Centralized info
	+ Ombudsman
	+ Grants
	+ Web sources
	+ Public
	+ 4H
	+ Tourists are already here
	+ 3,000,000 residents
	+ Tourism organizations
	+ Casino hotels
	+ “365”
* Next steps
	+ Organize!!
	+ Make “365” work
	+ Write grants

**County Breakout group: San Bernardino**

* Needs
	+ County czar
	+ Permit “scaling”
	+ By right uses
	+ Limitation of industrial takeover of farmland
* Opportunities
	+ Talk to County Supervisors
	+ Use current Community General Plan update to influence regulators

**County Breakout group: Riverside**

* Needs
	+ Review/modify Proposition R, Measure C
* Opportunities
	+ LAND commons
* Next steps
	+ Joint city/county Ag committee

**Afternoon – Breakout discussions by topic: Advocacy**

* Needs
	+ Know what you want
	+ Know where problem is
	+ Volunteers
		- Heavy lifting
	+ Find people with the right knowledge
	+ Have a vision
	+ Know the politics
	+ Scaling on regulations – big vs. small
	+ Avoiding uneven application of the law and unintended consequences of zoning
* Opportunities
	+ Find the pressure point → Where to start
	+ Form coalitions of local governments on state issues
	+ Proactive on state regulations or possible regulations
	+ Gather allies
	+ Avoid individual repeat (re-inventing the wheel)
	+ Ag conservation land use dicision
	+ Use zoning as an opportunity – including master planned communities
* Next steps
	+ Ombudsman who speaks “regulations”

**Breakout discussions by topic: Wine and Agritourism Region Development**

* Needs
	+ How to get started in an area where there’s nothing currently? (Newberry Springs)
	+ Reach tourists, marketing
	+ Vision
	+ Look to other regions
	+ Government support, reasonable regulations
* Opportunities
	+ Build on something that already exists, creating a larger region
	+ Local Chamber of Commerce
	+ Farm tours
	+ Collaborate, diversify operations
	+ Shuttle between locations
	+ Farm Bureau
	+ Local universities
* Next steps
	+ Develop a focused vision with wide-ranging appeal
	+ Identify and reach out to other farmers and potential resources in the region

**Breakout discussions by topic: Tourism partnerships and marketing collaborations**

* Needs
	+ Marketing
	+ Travel writers: Pay to play; pay for ads
	+ Overall vision of partners:
		- Wine vs. tourism
		- Shared costs
* Opportunities
	+ Social media marketing
	+ Google ads
	+ Marketing firms with contacts
	+ Discount coupons for Beverly Hills, High end
	+ Familiarization trips; PR schmooze
	+ Prompt people to share on social media
	+ Facebook contests
* Next steps
	+ Pool resources for marketing
	+ Targeting smart phone users
	+ Apps for partnership
	+ Dogs?

**Final full-group regional discussion**

* Needs
	+ Central hub for marketing and advertising
		- Coordinated cross-county marketing
		- Coordinated by counties or by tourism entities
	+ County Economic Development, planners, and others to brainstorm together
		- County → city level
	+ Stakeholder process
		- Bring them together in a focused effort
	+ Agritourism savvy at planning counters
* Opportunities
	+ Tourists are already here!
	+ Harvest Hosts
	+ WWOOF.usa.com
* Next steps
	+ San Diego Farm Bureau to facilitate more conversations
	+ Establish a group to review San Bernardino County General Plan and ordinances
		- Create or revise the community plan for Oak Glen
	+ Research the next gold rush in the sharing economy (Uber, Airb&b, social media, etc.)
		- Study before state gets to it