**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