

Merced County Ag Tourism Committee – Tuesday 10 January 2012 – Cooperative Extension office

Alex McCabe, Alan Schoff, Heidi Raggio, Cindy Lashbrook & Maxwell Norton attending.
Maxwell conducted the meeting.

140 project: a friend has offered a site for a large sign along Yosemite Parkway – Maxwell will follow up.

165 project: Maxwell needs to get a list of crop signs that are needed. He needs to also follow up on a site near LB for a large sign.

Alan will register a “word mark” and “service mark” for Country Ventures in the “tourism promotion” category.

A Service Mark is like a trade mark but it refers to a service and not a product.
The committee chose a logo to work with.

Alex: the Hwy 165 audio CDs will be ready for distribution in a few weeks

The Livingston 4th July festival will be incorporating an agricultural emphasis. It will be held the first weekend after July 4th. Contact Alex McCabe, Chamber President, for more information.

Alan is now affiliated with the Alliance Small Business Development Corporation. Ron Lawrence is the business consultant and Alan is providing marketing consulting services. Both are available to small businesses in the county. This may be an ideal place for farmers who want to branch out into value-added and visitor-oriented services. Small businesses are encouraged to contact them.

Alan is continuing with his proposal to do the county’s state fair exhibit for 2012. Alan will be the project manager and Becky will be the artistic director.

The annual Pick and Gather and Merced River Fair will be offered again 2-3 June 2012.

We need help with continuing the development of the Country Ventures web site. Any good photos are welcome.

We should look at a “quick turn” grant from the Merced County Foundation for some of our projects.

Jean Okuye and Alan are attending annual Stanislaus County tourism meeting on Feb. 1

Mark Saturday 28 April on your calendars for a country-themed fund-raiser for the Central Valley Farmland Trust to be held at the Merced Ag Museum on 140.