

AGTOURISM / DIRECT MARKETING WORK GROUP MEETING AGENDA

July 11, 2006

6:30pm @ SLO – UCCE Downstairs Auditorium

1. Introductions/Announcements, Approval of Minutes: June 29 meeting
Brenda Ouwerkerk, (5 minutes)
2. Presentation: Final Draft: Committee #6 LODGING: B&B, INNS
(30 minutes)
3. Presentation: Final Draft: Committee # 8: SIGNS
(30 minutes)
4. Presentation: Final Draft: Committee #1: Products
(30 minutes)
5. Discussion: Definition of “active ag”, “production ag”, “commercial
ag”. (30 minutes)
6. Loose-ends: any additional concerns, questions, ideas, observations
from anyone regarding any of the Committee topics or reports? (20
minutes)

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