

## OAN STEERING COMMITTEE PURPOSE STATEMENT

---

The Oregon Agritourism Steering Committee will serve for one year to develop an Action Plan for advancing agritourism in Oregon and lead its implementation. While the definition of agritourism is broad, this Steering Committee will focus on identifying the tools and policy changes needed for agritourism to allow people to experience local landscapes where food, clothing and shelter is produced, foraged, and caught, and to meet the people behind this work.

The Action Plan will advance the priorities established at the July 10<sup>th</sup> meeting as amended by the Steering Committee. They are:

1. **Improve coordination** across agencies and organizations to support the sustainable development of agritourism. *Action steps:*
  - a. Develop a scan of the roles and activities of agencies and organizations working on agritourism.
  - b. Develop a process to improve collaboration among state agencies, associations and organizations; build support for increased resources for both agencies and organizations to lead on agritourism.
2. **Build a better understanding and increased support for agritourism in Oregon.** *Action steps:*
  - a. Develop a communications strategy aimed at educating county and regional agencies and policy makers about the benefits of agritourism, the associated activities that are currently permissible, challenges to running successful operations, and solutions to these challenges.
  - b. Gather economic impact data and trends to bolster this work.
3. **Support agritourism business** to improve current, establish new, and expand existing operations. *Action steps:*
  - a. Provide operators with opportunities to network, learn and gain assistance with business planning from other operators and resources providers.
  - b. Offer technical assistance to establishing and operating agritourism businesses so that they can effectively navigate and comply with laws, codes and permitting requirements.
4. Explore **statewide and county-level land use policy issues and structural barriers and propose solutions as needed** to growing a robust agritourism economy in Oregon. *Action steps:*
  - a. Advocate for codes and rules that support agritourism while maintaining integrity for agricultural lands and respecting key farming activities; build on the communication strategy (2.a.).
  - b. Establish a set of best practices to support counties in bringing their codes to current standards.
  - c. Encourage counties to set up an easy-to-understand, transparent and streamlined process for businesses and operators to legally operate their agritourism business.