

Riverside Agritourism Intensive 2013 meeting notes Aug 15, 2013

Present at the meeting were:

Jose Luis Aguiar, UCCE, jlaguar@ucanr.edu, 760-342-2467

Marco A. Juarez, San Marcos Date Farm, sanmarcosdatefarm@yahoo.com, 760-899-3359

Eta Takele, UCCE, ettakele@ucanr.edu, 951-683-6491 ext. 221

Steve Pastor, Riverside Co. Farm Bureau, pastor@riversidecfb.com, 951-684-6732

Penny Leff, UC Small Farm Program, paleff@ucdavis.edu, 730-752-7779

Others who expressed interest but could not attend:

Thom Curry, Temecula Olive Oil

Tom Freeman, Riverside Co. EDA

Margit Rusche, CA Women For Ag

Class Dates selected:

The group decided that Mondays would be best to attract small-scale growers to the classes, in part because there are not usually farmers' markets on Mondays. The dates for the classes will be:

Class session #1: Monday December 9, 2013

Class session #2: Monday January 13, 2014

Class session #3: Monday February 10, 2014

Class Location selected and confirmed:

Thanks to help from Eta and Stephanie of UCCE, we have arranged to hold the classes in the training room at the **Western Municipal Water District administration building, 14205 Meridian Parkway, Riverside, CA 92518**

Class fee set:

The full three-session class will cost \$40, which will include morning snacks & coffee and lunch for each class session.

Class content discussion:

At the meeting, we reviewed the general course outline and agreed to move forward with the classes as laid out in the general outline (attached here), and talked more specifically about some ideas for the first class session.

Successful agritourism operators suggested as potential speakers included:

- Thom Curry, Temecula Olive Oil
- Devon Riley, Rileys at Los Rios Rancho, Oak Glen Apple Growers Association
- Lauren Gagliano, tour organizer at Suzie's Farm, San Diego

We talked about the "legal liability and risk management" part of class session one, and decided that it would be best, if possible, to have a lawyer experienced in landowner liability present the information about basic agritourism liability issues and different business structures to reduce risk to an agricultural operation. We have a presentation from Rusty Rumley of the National Agricultural Law Center that we can also print and hand out as supplemental information. We also agreed that it would be great to invite an insurance agent from Nationwide insurance who is

familiar with agritourism risk management to present information about insurance for agritourism.

Next Steps:

- Penny will prepare **promotional materials** for everyone to distribute, to include a press release, a postcard to mail or hand out, and a flyer about the classes. These materials should all be ready by late September for all of you to help get out the word to any who might be interested in the classes.

- Penny will also set up **online registration** for class participants. People signing up will be able to either pay online or at the door, but will be expected to register ahead of time. This registration system will be set up by the time we are ready to promote the classes.

- For the first class, we should invite a Riverside County planning department staff person and a county environmental health department person to talk about **the permitting and regulatory process** for farmers and ranchers starting agritourism enterprises. If any of you have individuals to suggest in these departments, please send their contact information to Penny so they can be invited. We will also try to present information about the permitting and regulatory process from surrounding counties, as this course is expected to draw participants from around the region.

- Any suggestions for the **landowner liability attorney or insurance agent?**

- Any other suggestions for **experienced local agritourism operators who would be good speakers?** If so, please send Penny their names and contact info. We have space in the three class sessions for 5 or 6 experienced people to talk about their operations, their marketing plans, their challenges, etc. We have budgeted small honoraria payments to partially compensate farmers for their time talking to the class.

- Next class planning meeting will be a **telephone conference call** in the second half of September. You will receive a separate scheduling email soon.