



## Make Agritourism a “Bumper Crop” in Your County MACo Symposium Agenda

*Date: Monday, June 12, 2017*

*Time: 10:00 am - 3:30 pm*

*Location: Baltimore County Ag Center (1114 Shawan Road, Cockeysville, Maryland 21030)*

*Dress for Speakers & Attendees: Business Casual*

Agriculture remains a key economic driver for the state of Maryland, but like all successful businesses, agriculture has had to change with the times. Agritourism now plays an increasingly important role in the long-term profitability of agriculture, especially for small- to mid-size farms. However, while most counties have attempted to embrace agritourism, its diverse and sometimes vague nature poses a variety of regulatory challenges – from zoning and building code requirements to health and sanitation issues. Even properly promoting agritourism activities can be a challenge. This symposium will identify the regulatory challenges posed by agritourism and seek to provide potential solutions to those challenges through a collaborative exchange with key stakeholders.

- I. **Welcome and Introductions** 10:00 AM – 10:15 AM
  - Les Knapp, Legal and Policy Counsel, Maryland Association of Counties (MACo)
  - Chris McCollum, Executive Director, Baltimore County Center for Maryland Agriculture (invited)
  
- II. **Identifying Agritourism Challenges Panel** 10:15 AM – 11:45 AM
  - Moderator (TBD)
  - Mark Powell, Chief, Marketing and Agribusiness Development, Maryland Department of Agriculture
  - Amy Moredock, Planning, Housing, and Zoning Director, Kent County
  - Shelby Watson-Hampton, Director, Southern Maryland Agricultural Development Commission (SMADC)
  - Jeremy Criss, Director of Agricultural Services, Montgomery County

- Kevin Atticks, Founder, Grow & Fortify
- Kevin Koepenick, President, Maryland Conference of Local Environmental Health Directors and Manager, Ground Water Management, Environmental Protection and Sustainability, Baltimore County

III. **Break & Get Lunch** 11:45 AM – 12:00 PM

IV. **Lunch & County Perspectives on Agritourism** 12:00 PM – 1:00 PM

- Each attending county will be asked to present a short summary (1-3 minutes) on an agritourism challenge it has faced and/or an innovative solution or program it has implemented. The summaries will be useful for the afternoon facilitated discussions.

V. **Facilitated Discussions** 1:00 PM – 3:30 PM

- Land Use & Zoning 1:00 PM – 1:30 PM
  - Facilitator – Philip Hager, Director of Planning/Legislative Liaison, Carroll County
- Health & Sanitation 1:30 PM – 2:00 PM
  - Facilitator – Charlotte Davis, Executive Director, Rural Maryland Council
- Break 2:00 PM – 2:15 PM
- Building Code Compliance 2:15 PM – 2:45 PM
  - Facilitator – Colby Ferguson, Government Relations Director, Maryland Farm Bureau
- Advertising & Promotion 2:45 PM – 3:15 PM
  - Facilitator – Weida Stoecker, Agriculture Education Coordinator and Agriculture Outreach, Maryland Department of Agriculture
- Summary & Next Steps 3:15 PM – 3:30 PM
  - Facilitator – Les Knapp, Legal and Policy Counsel, MACo

VI. **Adjournment** 3:30 PM