

Indiana Land Resource Council  
Monday, August 14, 2017  
12:30pm – 3:00pm  
Indiana State Fair  
Normandy Barn  
1202 E 38<sup>th</sup> St.  
Indianapolis, IN 46205

Members Present:

Jeff Healy  
Mayor Michael Pavey  
Kara Salazar  
Beth Tharp  
Jeff Page  
Steve Eberly  
Matt Williams  
David Kovich  
Tom Slater  
Members present:

Melissa Rekeweg calls the meeting to order at 12:30pm

1. Approval of minutes from the previous meeting (12:30 p.m.)
  - a. Motion- David Kovich
  - b. Second- Mayor Pavey
2. Jeff Cummins gave the Executive Director's Report
  - a. Next project is a focus on economic development, community-based
  - b. Elevation of all types of land use, not just agriculture-based
  - c. Projected to see more input from the council and the public, plan to pick up a parallel project
  - d. Reminder that the council is empowered to choose their own course
3. Presentation: Agritourism, Kimmi Devaney (Overview and status of work)
  - a. "A Culinary and Agritourism Strategy for Indiana" by Kimmi Devaney and Mark Newman
  - b. The intersection of food based and farm based strategies (culinary tourism and agritourism)
  - c. More than ever, consumers want to know who is producing their food and how it is being produced
  - d. Between 2007 and 2012, there was a 25% increase in funds generated from Agritourism in Indiana
  - e. Examples: Tuttle Orchards and Huber Winery
  - f. Agritourism operations present messages that can be replicated and appreciated by visitors
  - g. Vision and Mission outlined
  - h. Explanation of 5-year goals (basic beat: increased presence)
    - i. Priority #1: Policy and Regulatory

1. Address issues pertaining to liability insurance, land use/zoning, signage, and food service on farms
  2. Establish priorities that reinforce strong farmland protection, yet increases economic opportunities
  3. Emphasis on local communities, better understanding throughout the general population
  4. Success will be obtained when policy and regulatory barriers are addressed
- ii. Priority #2 Education
    1. Foster awareness and support among principle state agencies, universities and key stakeholders, etc.
    2. Further involvement for research
    3. Agritourism page on the ISDA website will become a “one-stop-shop” for all things Agritourism
    4. Working with stakeholders to establish and develop regional communications methods, creation of Agritourism site through the Visit Indy website
- i. Explanation of process and goals:
    - i. Organized state government stakeholders with common goal and established a commitment to collaboration
    - ii. Hosted 6 regional stakeholders meetings throughout the state to explain the strategy and implementation of these goals and ideas
- j. Q&A
    - i. Q: How many Agritourism personnel/organizations in Indiana?
    - ii. A: Between 300 and 400 Agritourism organizations around the state
    - iii. Q: Is there any work being done to help Agritourism groups with the regulatory process?
    - iv. A: Working to develop an Agritourism ordinance to help better organize and understand their local regulations
4. Presentation: Purdue/ILRC project, Kara Salazar (overview and status of work)
    - a. “Comprehensive Planning for Economic Development: A Guide for Local Government”
    - b. Scope of work: collaboration between Purdue Extension and IN Land Resources Council, to create a series of guidance documents and education and training resources to support counties and local government with comprehensive plan updates and strategic planning for economic development, to integrate completed materials into Purdue extension and ISDA
    - c. Target audiences: elected officials, government staff, parks board members, plan commission members, nonprofit organizations, watershed managers, working group members
    - d. Economic development underscores the entire plan
    - e. Deliverables:
      - i. Curriculum, various materials for stakeholders to utilize
      - ii. Education and training (projected Land Use Summit)

- iii. Marketing and promotional materials (website, curriculum design, promotional flyers)
  - iv. Emphasis on external peer review (ILRC council, key advisors from the public)
- f. Roles and Responsibilities:
  - i. Purdue Extension core team
  - ii. Program development
  - iii. Expertise in specific areas
  - iv. Indiana Land Resources Council and Purdue Land Use Team
    - 1. Provide feedback and guidance in specific program areas and communicate updates during meetings, general feedback, etc.
  - v. Purpose of Land Use Team:
    - 1. Develop and deliver training and education resources to advise Plan Commissions with land use planning decisions
    - 2. Support county extension educators serving on Plan Commissions
    - 3. Formed as collaboration between PU Extension and Ag and Natural Resources Program
- g. Overview of the Foundational Education Modules (future priorities and plans for studies, presentations, training sessions, etc.)
- h. Program Delivery Overview Examples
  - i. Community action planning curriculum and process
- i. Best practices for community engagement and action planning (detailed process, includes high involvement with the community)
  - i. Community visioning
  - ii. Goals identification
  - iii. Issue analysis
  - iv. Monitoring and evaluation tools
  - v. Action planning tools
  - vi. Identify strategy
  - vii. Communication strategies
  - viii. The path forward
- j. Two-year project (timeline):
  - i. June-July 2017: formed core team and plan
  - ii. Year 1- August 2017-Augst 2018: Initial writing stage, feedback between communities, planning next steps)
  - iii. Year 2- August 2018-August2019: final edits, design, planning, reviews, editing, planning for kick-off and launch
  - iv. August 25, 9:00 am- 12:00 pm: first meeting to kick-off the two-year project

## 5. Q&A

- i. Are there any areas we are missing? (From Melissa to the council)
- ii. Q: What is the goal in ten words or less? (Steve Eberly)
- iii. A: We will ultimately be providing goals for comprehensive plans updates
- iv. Q: You mentioned Land Use Summit, what is the vision for that? (Jeff Page)
- v. A: It would look like a workshop, short conference, etc. Potential to have break-out sessions to help develop plans. This vision is up for development

6. Jeff Cummins asked the council what the feeling is of the council in terms of input sessions. It was decided that members would like to stay up to date on minutes and provide feedback. Melissa asked if the council would like to make a decision at this point. It was agreed that a motion did not need to be made at the present moment, but will decide as time goes on. The council did ask that they would receive information and updates 2-weeks in advance.
  - i. Q: Melissa Rekeweg asked about the key components of economic development in the planning process.
7. Melissa Rekeweg opened discussion for the council.
  - a. Steve Eberly pointed out that the discussion of land use revolves around the individual on the land. Melissa Rekeweg mentioned the possibility of including
8. Jeff Cummins reminded the council to be open in discussion to ISDA in between meetings
9. Melissa Rekeweg opened discussion for audience comments.
10. Audience comments:
  - a. Audience member asked to define natural resources and its purpose. Melissa Rekeweg gave a brief explanation of the definition, Jeff Cummins expounded upon the specific purposes of the council in regards to natural resources. Audience member asked if the focus of natural resources was on economic development as the highest priority. Jeff Cummins pointed out the focus on water quality.
  - b. Audience member pointed out the high levels of blue-green algae, and the importance of addressing it. Asked how much taxpayer money has been spent on the project. Jeff Cummins stated that the entire 2-year project is budgeted as \$60,000. Melissa Rekeweg pointed out that those funds were allocated through ISDA.
  - c. Audience member asked how it is decided which communities are chosen. Brought up the concern that the council does not include anyone concerned with animal health, concerned citizens, etc. Concerned with the gap that is created through the focus on economic development. Jeff Cummins restated the question and explained that the meetings are well-publicized and change locations to increase engagement. He explained the background and experience in the representation of the council. In addition, there isn't a wholesale focus on economic development, but more of a splash. Kara Salazar offered the purpose and opportunities through Purdue Extension, emphasized the low-cost, easy access to programs (training, protection, etc.) Audience member asked about the procedure for increasing involvement. Melissa Rekeweg reminded the audience of the growth of Agritourism and the potential for future involvement and growth.
11. Melissa Rekeweg adjourned the meeting at 1:50pm.



# A CULINARY & AGRITOURISM STRATEGY FOR INDIANA

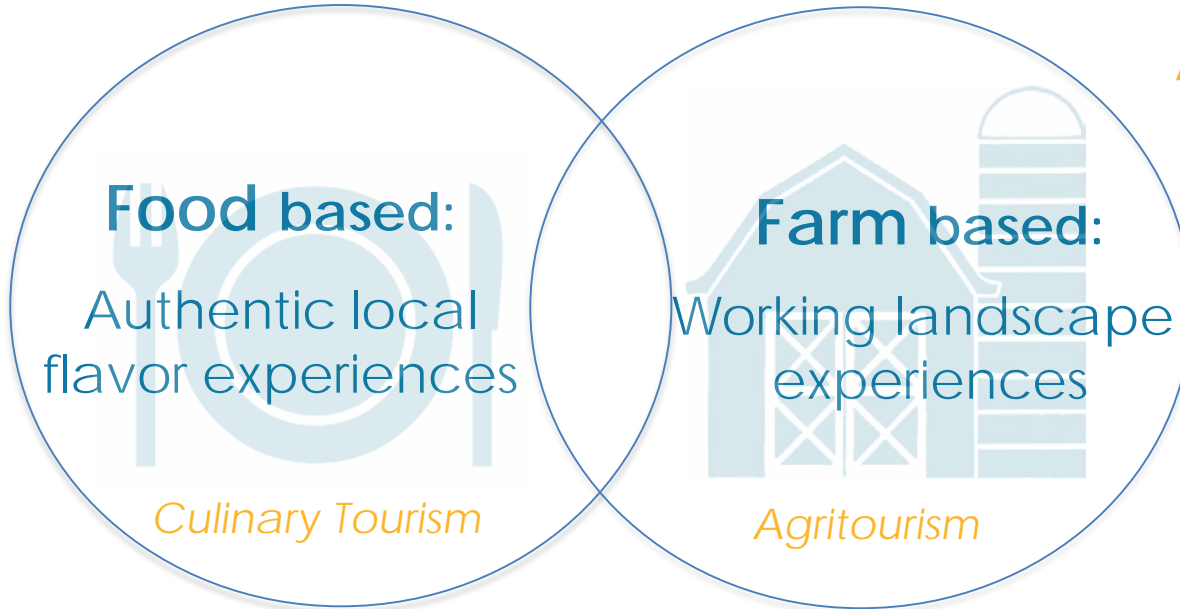
**Mark Newman**  
**Executive Director**

**Indiana Office of  
Tourism Development**

**Kimmi Devaney**  
**Agricultural Marketing Manager**

**Indiana State Department  
of Agriculture**

# WHAT ARE CULINARY AND AGRITOURISM?



A Culinary & Agritourism Strategy for Indiana





**\$704 Million**

generated by farms in  
agritourism in 2012 compared to  
\$566 million in 2007

**25% increase**  
over a 5-year period

Agricultural Statistical Services, 2012





## TUTTLE ORCHARDS

8,000 tours annually

Grow 35 varieties of apples

10,000 bushels of apples yielded annually

Produce over 45 types of fruits and vegetables





**The List**

**Bourbon/Distillery Attractions Ranked by 2016 attendance**

**Locally Researched by: Allison Stines, Louisville Business First**

**SUBSCRIBER CONTENT:** Feb 24, 2017, 6:00am EST

Staff *Louisville Business First*

**ABOUT THE LIST**

Information was obtained from representatives of listed attractions and Louisville Business First research. Other attractions might have been eligible but did not respond to requests for information. The list is limited to attractions whose main line of business is bourbon/distillery services, open for visitors and are within 75 miles of Louisville. This is a new list; therefore, there is no prior rank listed.

See a slideshow of some of the attractions listed on this page online at [LouisvilleBusinessFirst.com](http://LouisvilleBusinessFirst.com)

**JIM BEAM URBAN STILLHOUSE**

The attraction at 404 S. Fourth St. opened in October 2015. The attraction declined to provide an attendance figure.

Rank	Name / Prior rank	2016 attendance	2015 attendance	Services or description	Year founded	Primary owners	Top local executive(s)
1	<b>Huber's Starlight Distillery</b> 19816 Huber Rd. Borden, IN 47106 812-923-9463 starlightdistillery.com	205650	NA	Distilled spirits plant that utilizes both fruit and grain, tours, sampling	2001	Greg Huber, Ted Huber	Greg Huber Ted Huber
2	<b>Buffalo Trace Distillery</b> 113 Great Buffalo Trace Frankfort, KY 40601 502-696-5926 buffalotrace-distillery.com	170587	145849	Complimentary tours; oldest continuously operating distillery in America	1773	Sazerac Co. Inc.	Mark Brown
3	<b>Maker's Mark Distillery</b> 3350 Burks Spring Rd. Loretto, KY 40037 270-865-2099 makersmark.com	150000	125000	Tours, gift shop, dip your own bottle	1953	Beam Suntory Inc.	Rob Samuels
4	<b>Jim Beam Distillery</b> 526 Happy Hollow Rd. Clermont, KY 40110 502-215-2295 jimbeam.com	135721	135721	Tours, sampling, bar, seasonal barbecue cafe	1795	Beam Suntory Inc.	NA

# HUBER WINERY

900 gold, silver and bronze awards from national championships

“Not only do we produce it locally, but we’re actually the farmer. That is probably one of the signature points of our tourism program.”

-Ted Huber



## VISION | MISSION

**Vision:** to make IN the center for culinary and agritourism best practices and a destination for unmatched food and farm-based experiences.

**Mission:** to advance culinary and agritourism as an economic driver for IN.



## 5-YEAR GOALS

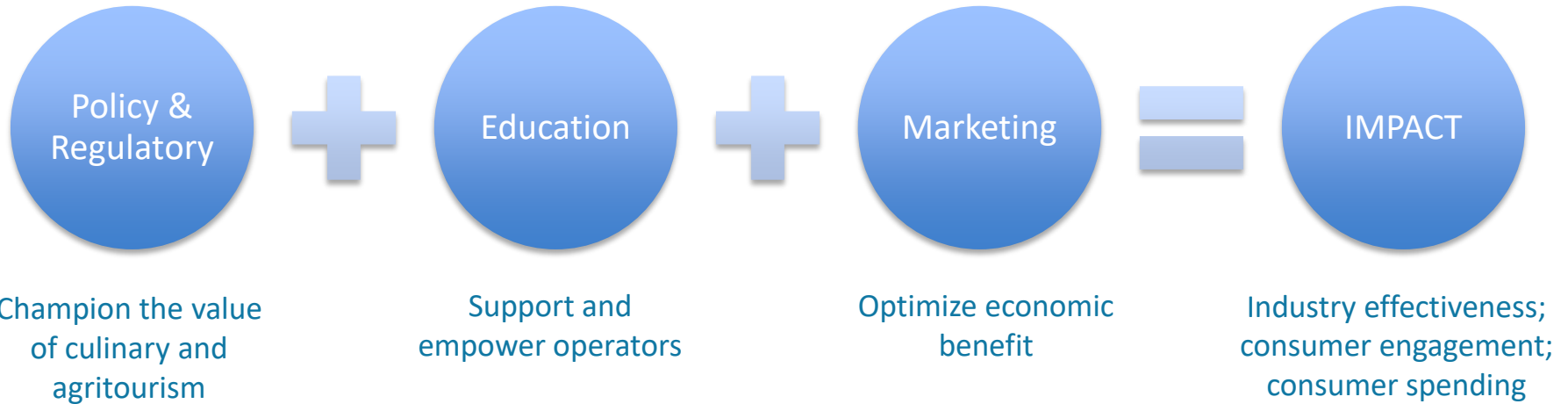
Increase the number of agricultural operations generating culinary/agritourism income

Increase the number of visitors who engage in culinary/agritourism activities in Indiana

Increase prominence of Indiana as a destination for diverse, high quality culinary/agritourism experiences



# STRATEGIC FRAMEWORK



A Culinary & Agritourism Strategy for Indiana



# PRIORITY #1: POLICY AND REGULATORY

- Address issues pertaining to:
  - Liability insurance
  - Signage
  - Land use/zoning
  - Food service on farms (cafes/restaurants, etc.) and policies/ regulations governing them
- Establish priorities that reinforce strong farmland protection but don't hinder economic opportunities for farmers and communities.
- Develop policy agenda and plan to address inconsistencies and barriers to building a high quality agritourism sector.
- **Success** = address policy and regulatory barriers.



## PRIORITY #2: EDUCATION

- Foster awareness and support among principal state agencies, universities and stakeholders.
- Underwrite/conduct/commission applied research.
- Provide small business and entrepreneur-focused consulting that benefits start-ups and growing agritourism businesses.
- Engage in visitor readiness training.
- Offer advanced professional industry development & training opportunities.
- Develop resources for entrepreneurs interested in culinary & agritourism.
- **Success** = utilization of consultation, training and resources by industry.

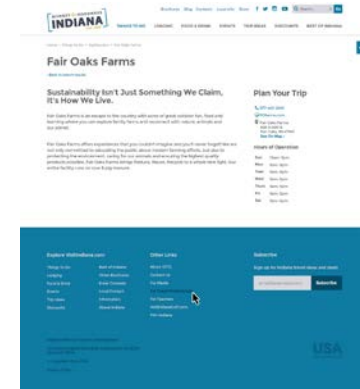


## PRIORITY #3: Marketing

- Inspire farm and food based visits through leading branding, marketing and communications activities.
- Work with stakeholders to develop epic destination and regionally-themed agritourism experiences that connect to outdoor recreation and heritage tourism.
- Work with stakeholders to develop regional communications strategies.
- Engage in grant making to facilitate destination development and acquisition of marketing assets.
- Underwrite/commission economic impact and advertising effectiveness research.
- **SUCCESS** = increased impact from earned, owned, shared and paid media; business driven to individual operators and regions.



# MARKETING OPPORTUNITIES



VISITINDIANA.COM

INDIANA TRAVEL GUIDE

FREE LISTING

Visitindiana.com generated over 2 million sessions in 2016. IOTD prints and distributes ½ million Indiana Travel Guides annually. Cost for a listing in both is \$380

A Culinary & Agritourism Strategy for Indiana





## CONVENE AND FACILITATE

- Organize state government stakeholders around common goals and establish a commitment to collaboration:
  - ISDA, IOTD, OCRA, IEDC (small business and entrepreneurship), ISDH (Health), IDOI (Insurance), DNR, State Fair
- Bring together broader statewide stakeholder organizations (with goal of specific recommendations and joint initiatives around targeted opportunities or barriers)
  - Farm Bureau, key agritourism entrepreneurs, key culinary entrepreneurs, Foodways Alliance, Purdue University, Purdue Cooperative Extension, ITA, Brewers Guild, Wine Council, INRLA, Hoosier Rails to Trails Council





# Comprehensive Planning for Economic Development: A Guide for Local Government



**Kara A. Salazar, AICP, PCED, LEED AP ND**  
**Sustainable Communities Extension Specialist**  
**Department of Forestry and Natural Resources**  
**Illinois-Indiana Sea Grant**  
**salazark@purdue.edu | 765.496.1070**

**PURDUE**  
EXTENSION

**LOCAL FACES**  
*COUNTLESS CONNECTIONS*

# Scope of Work

- Form collaboration between Purdue Extension and IN Land Resources Council
- Create a series of guidance documents and education and training resources to support counties and local government with comprehensive plan updates and strategic planning for economic development
- Integrate completed materials into Purdue Extension and ISDA programming efforts



# Program Purpose and Target Audiences

Provide education resources, technical assistance, and support for diverse stakeholder participation in land use decision making and natural resources management strategies

## Target audience examples

- Elected officials
- Government staff
- Parks board members
- Plan commission members - including Purdue Extension educators
- Nonprofit organizations
- Watershed managers
- Working group members (volunteers, local residents) interested in the planning process

# Deliverables

- **Curriculum**

- Series of guidance documents / chapters\*
- Presentation materials\*
- Outline for education and training processes and community engagement\*
- Evaluation tools\*



- **Education and training**

- State-wide Land Use Summit
- Coordinate with PU Land Use Team, PU Extension, ISDA, and partners for education and training programs

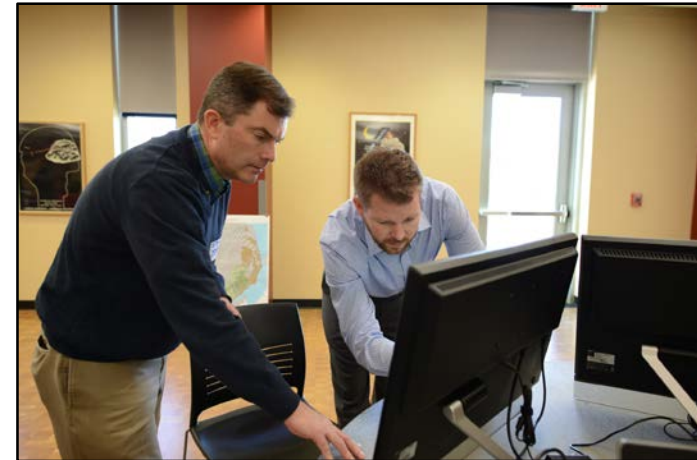


- **Marketing and promotional materials**

- Curriculum design\*
- Website landing pages and content\*
- Promotional flyers\*

# Program Development Roles and Responsibilities

- Purdue Extension core team
  - Responsible for program development
  - Expertise in community and economic development, local government, agriculture and natural resource management, community planning, land use policy and management
- Indiana Land Resources Council and Purdue Land Use Team
  - Provide feedback and guidance on program content, framework, and proposed delivery mechanisms
  - Communicate updates during meetings and electronic documents



# Purdue Land Use Team

- Purpose
  - Develop and deliver training and education resources to assist Plan Commissions with land use planning decisions
  - Support County Extension Educators serving on Plan Commissions
  - Formed as collaboration between PU Extension Community Development and Ag and Natural Resources Program Areas
- Indiana Code 36-7-4-208
  - Advisory (County) agricultural educator is one of nine members
  - Area agricultural educator is optional as one of the six county members.
  - Metropolitan no requirement for ANR educator

# Foundational Education Modules

**Introduction** – Kara Salazar

**Overview and checklist for comprehensive planning guidance** –  
Kara Salazar

**Suggested planning processes and procedures** – Kara Salazar

- Community assessments to guide needs, opportunities, and connect to state-wide resources
- Guidance for developing a planning team
- Community engagement best practices



# Foundational Education Modules

**Economic development tools** - Michael Wilcox, Ph.D., Senior Associate, Purdue Center for Regional Development / Assistant Program Leader, PU Extension Community Development and Tamara Ogle, PU Extension Community Development Regional Educator (local government focus area)

## Agriculture

- Food policy councils – Jodee Ellett, PU Local Foods Coordinator
- Urban agriculture – Emily Toner, PU Urban Agriculture Educator
- Confined Feeding Operations ordinance research – Paul Ebner, Ph.D., Associate Professor of Animal Science and Tamara Ogle
- Aquaculture marketing – Kwamena Quagraine, Ph.D., Clinical Engagement Associate Professor of Agricultural Economics/Forestry & Natural Resources

# Foundational Education Modules

## Forestry and Natural Resources

- Urban forestry and local government guidance – Lindsey Purcell, PU Urban Forestry Specialist
- Invasive species management and councils – Liz Jackson,

## Built Environment

- Planning for community health and the built environment – Dan Walker, PU Community Planning Specialist, Kara Salazar, and Michael Wilcox

## Water Resources

- Local government flood policy tool kit – Kaitlyn McClain, Planning Specialist, IDNR Lake MI Coastal Program
- Flood vulnerability assessment for critical facilities – Molly Woloszyn, Climate Specialist, IL-IN Sea Grant and MW Regional Climate Center

**Incorporate updated Purdue Land Use Team extension publications**

# Foundational Education Modules

## Existing ILRC documents to review by ISDA staff

- Planning for Agritourism – Katie Nelson and Jeff Cummins
- A Cost of Community Services Study for Indiana Counties and School Corporations – Katie Nelson and Jeff Cummins
- Model Ordinances – Katie Nelson and Jeff Cummins

# Program Delivery Overview Example

## Community action planning curriculum and process

- Curriculum guide to support a series of action planning meetings
- Meeting series result in a local or regional action plan and strategies for implementation projects

Community  
visioning



Goals  
identification



Issue analysis



Monitoring and  
evaluation tools



Action planning  
tools



Identifying  
strategies



Communications  
strategy



Final action  
plan

**Community  
Engagement  
and Action  
Planning Steps**

# Facilitated Community Action Planning

A final community action plan can:

- Identify and address natural resource issues in the community
- Update comprehensive plan efforts
- Support fundraising initiatives for specific projects



## Meeting series

## Processes and Tools

Application and review	<ul style="list-style-type: none"><li>• One page, simple program application</li><li>• Marketing materials</li><li>• Matrix for evaluation / decision making</li></ul>
Intro conference call / pre meeting	<ul style="list-style-type: none"><li>• Program and meeting overview sheet</li><li>• Marketing flyer</li></ul>
Local leads and PU facilitation team, 1 hour	
Session 1: Planning meeting with local leads (Introductory scoping session meeting)	<ul style="list-style-type: none"><li>• Building the team</li><li>• Stakeholder analysis</li><li>• Conducting an environmental scan</li><li>• Assessing community readiness</li><li>• GIS and data resources form</li></ul>
Local leads and PU facilitation team, 2-3 hours	
Session 2: Taking Action on Natural Resources Issues in Your Community – Education and visioning workshop	<ul style="list-style-type: none"><li>• Maps and data snapshots</li><li>• Facilitation process</li><li>• Sticky walls</li><li>• Turning point technology</li></ul>
30-50 stakeholders, 5 hours	

## Meeting series

## Processes and Tools

Session 3: Taking Action on Natural Resources Issues in Your Community  
– Identifying goals

- Data resources for issue analysis
- Rotating flip charts

10-20 working group members, 3 hours

Session 4: Taking Action on Natural Resources Issues in Your Community  
- Identifying strategies

- Sticky walls
- Impact / effort grids

10-20 working group members, 3 hours

Session 5: Action Planning and Project Implementation

- Timelines
- Evaluation and monitoring
- Communication plans
- Ripple mapping

10-20 working group members, 3 hours

Post meeting sessions – coaching sessions to finalize action plan



# Timeline

## June 1, 2017 – August 30, 2019

### Program development

*June - July 2017*

- Form core team and plan for writing assignments

### Year 1 – August 2017 – August 2018

*August – September 2017*

- Outline curriculum materials
  - Publication outline, topics
- Outline education and training materials
  - Plan for incorporating Purdue Extension program efforts
- Meet with designer to outline design and website needs
- Meet with Purdue Agricultural Communications to outline marketing flyer and copy editing needs
- Submit outline to IN Land Resources Council and Purdue Land Use Team for feedback

# Timeline

## June 1, 2017 – August 30, 2019

### Year 1 – August 2017 – August 2018

#### *October 2017 – March 2018*

- Complete first drafts of curriculum module write ups and companion training information
- Complete first drafts for program design and marketing materials

#### *April – August 2018*

- Conduct review and feedback for curriculum and training materials
- Begin planning for state-wide land use forum

# Timeline

## June 1, 2017 – August 30, 2019

### Year 2 – August 2018 – August 2019

#### *August – November 2018*

- Complete final edits for curriculum and training materials
- Complete design, marketing materials, and website landing page
- Planning for state-wide land use forum

#### *December 2018 – February 2019*

- Conduct final review and copy editing
- Planning for state-wide land use forum

#### *March – August 2019*

- Launch program via press releases
- Conduct community presentations
- Conduct state-wide land use forum

# Next Steps – Kick Off Meeting

**August 25, 9:00 am – 12:00 pm**

Purdue Department of Forestry and Natural Resources  
Pfundler Hall of Agriculture Room 120  
715 W State St  
West Lafayette, IN 47907

## **Agenda**

Introductions of team members  
Overview of program purpose  
Updates from IN Land Resources Council  
Updates from PU Land Use Team  
Review and refine curriculum topics  
Discuss and finalize chapter/module outlines  
Discuss timelines and preferences for working together



# Questions / Discussion



**Kara A. Salazar, AICP, PCED, LEED AP ND**  
**Sustainable Communities Extension Specialist**  
**Department of Forestry and Natural Resources**  
**Illinois-Indiana Sea Grant**  
**salazark@purdue.edu | 765.496.1070**

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