

AGRICULTURAL ADVISORY BOARD

415 South Pine Street - Walhalla, SC
4168



TEL (864) 638-4218 FAX (864) 638-

Minutes

6:30 PM, MONDAY, August 13th, 2018

COUNCIL CHAMBERS

OCONEE COUNTY ADMINISTRATIVE COMPLEX

Board members present

Mr. Blanton

Mrs. Sewell

Dr. Gray

Mr. Hollifield

Mrs. Willoughby

Staff present

Adam Chapman - zoning administrator

Media Present

None

1. **Call to Order - 6:30**

2. **Approval of Minutes**

July 9th, 2018 - Dr. Gray made the motion, Mrs. Sewell made the second, vote was unanimous in favor.

3. **Public Comment**

David Thorton of Carolina Bauernhaus brewery in Anderson spoke on the importance of supporting an upcoming bill which would allow micro-breweries, using at least 60% South Carolina grown ingredients, the opportunity to sell their own beers without paying a distributors to do this. Mr.Thorton noted that his brewery is charged 30-50% of retail price to sell their own beer at their own taproom by distributors. Wineries in the state do not need to utilize a distributor and Mr.Thorton believes that wineries and breweries should be treated equally in regards to distribution of goods. Mr.Thorton noted the many different ingredients that are available in South Carolina for beer and that this would allow breweries to purchase more locally and positively impact farmers in the state. Mr. Horton asked for whatever support the AAB could give in regards to contacting local state representatives about this bill.

4. **Heritage Fair Table**

Mr. Chapman asked the board members if they would like to have a table at the Heritage Fair to advertise the work the AAB does as well as the November Farmer and Rancher Listening session and the overall importance of agriculture in the County. The board discussed the matter and came to the decision of having a staffed table for Friday night and Saturday, as opposed to the entire week of the fair. Mr. Chapman indicated

that a vote in favor of the table would mean the member is volunteering to sit a shift at the table.

5. **2nd Farmer & Rancher Listening Session in November.**

Mr. Chapman outlined a possible scenario for the farmer and rancher listening session in case many people came to the session. This would entail a few main informational speakers then breakout session into smaller groups based upon voting district. This would allow the most people to provide input. Advertising for the session will be done through word of mouth, possible radio spots and hand-outs.

6. **Discussion on Marketing and Advertising of the AAB**

a. Agricultural Directory: Dr. Gray and Mrs. Willoughby are continuing to work on the directory.

b. Market-to-Table Contest : Mrs. Sewell has ordered some marketing materials for the contest. Mrs. Sewell has been promoting the recipe contest to the various farmers' markets and other groups.

c. Logo: No further movement at the moment.

d. Agricultural Display: Mr. Chapman is working with the Oconee Cultural Center to create a small display in the County complex that demonstrates the impact of agricultural in Oconee County.

e. 150th Celebration Activities: No further movement at the moment.

f. Radio Minute: Mr. Chapman was in contact with WGOG in regards to creating an advertising spot to showcase agricultural impact in Oconee County. The radio station quoted \$800 per month for two x one-minute spots per day , during peak drive times. There was some discussion and Mr. Hollifield asked if instead of doing constant advertising that we focus the advertising on certain events, such as the Farmer and Rancher Listening sessions. Mr. Chapman indicated he would talk with the radio station and see the opportunities and costs to run occasional advertisements. After an in-depth conversation Mr. Blanton asked for a motion to ask County Council for a \$1,000.00 advertising budget to promote agricultural in general and specific agricultural events via radio, print, and other forms of advertisement, Mrs. Willoughby made the motion, Mrs. Sewell seconded the motion, the vote was unanimous in favor of asking Council for an advertising budget.

g. Website / Brochures : This information was included in discussion in previous elements of this meeting.

7. **Invasive species and Pesticide Alert System**

Mrs. Sewell explained about the Clemson system to alert about invasive species.

8. New Business - None

9. Old Business - None

10. Adjourn - 8:15