

ILLINOIS VALLEY WINE TRAIL

Wine is the invitation. The Illinois Valley is the experience.
Serving the Illinois Valley | illinoisvalleywinetrail@gmail.com | 626.678.0709

IVWT Advisory Council

Inaugural Meeting & 2027 Strategy Session

Wednesday, September 23, 2026

1:00–2:30 PM

Illinois Valley Branch Library
209 W. Palmer Street, Cave Junction, Oregon
Hybrid participation available

Meeting Purpose

To convene the inaugural Illinois Valley Wine Trail Advisory Council, establish a shared understanding of its role during IVWT's 2026–2028 tourism incubation period, explore how existing tourism and community-development efforts can better connect, and identify opportunities for practical collaboration.

Agenda

1:00–1:10 PM | Welcome & Introductions

- Welcome and opening remarks
- Participant introductions
- Perspectives represented around the table
- Meeting purpose and guiding question

1:10–1:25 PM | IVWT, the Advisory Council & the Three-Year Experiment

- Why the Advisory Council was created
- Advisory role and evolving structure
- IVWT's 2026–2028 tourism incubation period
- What IVWT has built and tested in 2026

1:25–1:40 PM | What the Research Is Teaching Us

- Lessons from other wine trails
- Lessons from comparable rural communities
- Tourism as an interconnected visitor economy

- Existing organizations and resources in the Illinois Valley
- Coordination, connection and potential duplication

1:40–1:55 PM | Council Discussion: What's Falling Between the Pieces?

- Visitor information
- Destination development
- Coordination and resource alignment
- Storytelling and marketing
- Data and measurement
- Where could collaboration make the greatest difference?

1:55–2:15 PM | Highway 199 Visitor Communication Project

- Current Highway 199 challenge
- Visitor communication and travel needs
- Digital visitor resource and potential printed materials
- Council working discussion
- Highway 199 Visitor Communication Committee
- October work session and next steps

2:15–2:30 PM | Opportunities, Next Steps & Closing

- Emerging opportunities and priorities
- Partnership and resource alignment
- Project teams and future participation
- Advisory Council Meeting Brief & Resources
- January 2027 meeting
- Final Council reflections

Guiding Question

How can we work together to create a stronger, more connected visitor experience throughout the Illinois Valley?

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