

Meeting Minutes - Dundee Tourism Committee

Thursday, January 16, 2014 @ 9:30 am
Dundee City Hall

Facilitator: David Russ

Attendees: Myrna Miller, Sheryl Kelsh, Cathy Martin, Jennifer Sitter

Agenda Items

Topic	Presenter	Time allotted
1. West End & Inn at Red Hills Update	Joseph Buck	10

Joe was unable to attend. Sheryl Kelsh noted that Joe was excited to be joining the committee, but was busy with the changeover activities at the Inn and restaurant. He should be available for the next meeting, and will very likely have an opening reception for Babica Hen.

2. Dundee Wine Grower's Assoc Update	Cathy Martin	10
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Cathy is accumulating an event list for the year that should be complete for the next meeting. The calendar of these events shall be added to the web site, and Cathy will put them on a planning spreadsheet for review by the group at the next meeting for planning of participation and advertising activities by the committee.

Grower's Assoc will be doing annual Pino In the Rain promotion in Jan-Feb, Passport in April.

Deck the Hills was a successful event and the Assoc. plans to repeat it next year.

3. Web Subcommittee Report	Jennifer/Molly	15
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Jennifer and Molly are working on a newsletter including a winery feature. The Facebook Group is growing and has a reasonable amount of activity and good comments from the public.

Jennifer requested that members take and submit pictures of the local area for inclusion in the web site and Facebook group. Pictures of nature, and people enjoying themselves at local activities and businesses will help show what Dundee, and the local area, has to offer.

4. Sign Subcommittee Report	Myrna Miller	10
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Sign is complete at North end of town, and fence has been restored. The choice of black vinyl for the fence has turned out to be a good choice. We are still concerned about keeping the landscaping clean and maintained, and completing the landscaping to 1st Street. There have been many good comments about the sign, and it has been noted that having "Home of the Dundee Hills AVA" on the sign has increased its attention, and

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4. Sign Subcommittee Report (continued)

questions about "What is AVA?"

This sub-committee will be suspended until the completion of the Newberg/Dundee Bypass at which time we will pursue the construction of a sign at the South end of town.

5. Chamber of Commerce

Sheryl Kelsh

10

Various groups will be coming to the area in the near future for: Pre-tour of Oregon Travel Fest; Mushroom Society Truffle Hunt; a Tour from Kazakhstan(?); and a tour from the Netherlands.

The Willamette Visitor's Association is trying to plan a luncheon with the Tourism Commission, and may plan a Tourism Summit Tourism Committees to build relationships and possibly plan/strategize cohesive efforts.

McMinnville is budgeting approximately \$400k for tourism in the nest few years. This committee should try to work closer with them to enhance all of our efforts.

Governor's conference on Tourism is at Sun River in April.

6. New Business

In order to get more cooperation and support from Travel Oregon, we need to insure we understand how they expect to deal with and hear from us. Also, there is very much a "squeaky wheel syndrome" with them. Jennifer will review their "Travel Oregon 101" and coordinate with Molly to try to beef up our presence on their web site, and find ways we can make use of the resources they offer.

The survey for our new meeting time found that we would likely get the highest attendance on either the second or fourth Monday of the month with a start time between 9-10am. Considering that Monday holidays are most likely to fall on a second Monday, the group determined that our new meeting time will be on the fourth Monday at 10am. Please mark your calendars for fourth Mondays starting on February 28, 2014.