

Meeting of the Tourism Committee January 25, 2016

Committee Chair, Ted Crawford called the meeting to order at 10:00 AM at the Dundee City Hall. Members of the committee present include: Joe Buck, Ted Crawford, Valerie Cutz, Dick Ponzi, and new member Robin Sikkens. Also present were Molly Bailey, Rob Daykin and Cathy Martin.

The minutes from the October meeting were reviewed and approved.

Ted said that Robin Sikkens will be replacing Myrna Miller on the Tourism Committee. Rob introduced herself and discussed her hospitality and business management background.

The Mid-Willamette Valley Council of Governments has presented the committee with a print-able tourism piece. The committee can select one of three options. The committee selected the tourism piece that focuses on tourism. The pamphlet can be provided to real estate agents, placed on the Travel Dundee web site, and other places.

Molly agrees to send the committee a paragraph that can be added to the document that highlights Dundee.

Valerie updated the committee on the banner policy and application form. Rob Daykin suggests letting applicants know that the installation is subject to availability, but could likely be completed within a two-week window. Cathy suggested there be a requirement for a consistent look and that the applicant should be allowed to select the date window. A calendar of available dates will be included that outlines when the generic Dundee banners would be placed, along with other banners such as Fueled by Fine Wine, holiday banners and the generic set.

Next, Joe gave his update. Joe brought Robin up to speed on the use of marketing funds for a campaign to bring visitors to the area from within a couple hours drive during the winter months. Joe said that the marketing committee would like to hire a marketing specialist to create campaign elements that can be implemented by the committee. The marketing committee plans to meet with some possible professionals for the job, and convey precise goals.

The committee discussed having an architect create renderings for possible improvements to the façade of targeted businesses for the façade improvement grant. The committee agreed to continue outreach to local architects before the next meeting, and possibly moving on without renderings if necessary

The next meeting will be held Feb. 22.

The Dundee Tourism Committee meeting was adjourned at 11:21 a.m.



Ted Crawford, Chair