

# Agenda - Dundee Tourism Committee

**Date:** Monday, January 25, 2016

**Start:** 10:00 am

**Attendance:** Chair Ted Crawford \_\_\_\_, Joe Buck \_\_\_\_, Valerie Cutz \_\_\_\_, Sheryl Kelsh \_\_\_\_, Robin Sikkens \_\_\_\_, Nancy Ponzi \_\_\_\_, and Jennifer Sitter \_\_\_\_: Others \_\_\_\_\_

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. Welcome new committee member – Robin	Ted	5
<b>Action:</b>		
2. “Make it in the Willamette Valley” Brochure	Rob	25
<b>Action:</b>		
3. Banner Policy Update	Val	10
<b>Action:</b>		
4. Marketing Sub-Committee Update (RFP status)	Joe	10
<b>Action:</b>		
5. Façade Improvement Program – set time lines	Ted/Rob	5
<b>Action:</b>		
6. Revenue Breakdown for Transient Taxes Collected	Rob	5
<b>Action:</b>		

## **Meeting of the Tourism Committee October 19, 2015**

Committee Chair, Ted Crawford called the meeting to order at 10:00 a.m. at Dundee City Hall. Members present included: Ted Crawford, Valerie Cutz, Nancy Ponzi, Sheryl Kelsh, Myrna Miller and Jennifer Sitter. Also present were Rob Daykin, Ralph Tahran and Kathy Martin

Minutes were approved from the September meeting.

An Architect introduced to the Committee, Ralph Tahran, presented information on façade improvement programs he worked with for the Cities of Sandy and Lake Oswego. Ralph has worked with Carlton and is now working with Lafayette.

### Façade improvements in Sandy

- 99% paid for by the City via urban renewal \$'s
- 38 building were improved

### Façade improvements in Lake Oswego

- Driven by City Planner and Econ. Development
- Originally a 50%/50% between City and owner
- Changed to 80%/20% to increase participation
- Using urban renewal \$'s to fund City's 80% portion
- Looked for sites that were developer / long time owned
- Looked for sites that could boost areas around them
- Established a priority list
  - o 8 pilot programs selected

Ralph Tahran showed the committee illustrations of façade improvements around State Street and other areas near State Street in Lake Oswego.

According to Ralph, a façade improvement program is not about doing maintenance type projects to a building, it is about improving the appearance. If maintenance is needed – then do the maintenance before spending \$'s on façade improvements.

Rob Daykin and Ted Crawford asked Ralph to wait around for the end of the meeting to go and quickly look at four sites in Dundee identified as potential candidates for façade improvements. Ralph agreed to wait around.

Briefly discussed co-marketing Deck the Hills

Briefly discussed RFD for a marketing campaign – will discuss more in November's meeting.

Briefly discussed Banner Policy. We discuss further in future meetings.

Brief update from Dundee Wine Growers Assoc.

- Deck the Hills kicks off in November
- Will make a possible request for Deck the Hills Banners by November's meeting.

The Dundee Tourism Committee meeting was adjourned at 11:10a

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Ted Crawford, Chair

## **Meeting of the Tourism Committee November 23, 2015**

Committee Chair, Ted Crawford called the meeting to order at 10:00 a.m. at Dundee City Hall. Members present included: Joe Buck, Ted Crawford, Valerie Cutz, and Nancy Ponzi. Also present were Molly Bailey, Rob Daykin, and Cathy Martin.

There were no minutes from the previous meeting to review.

Val talked about the street banner policies and procedures. The committee agreed this information would be helpful to have in place soon, and available on the web site. Val distributed a sample application she developed and the committee discussed a timeline. The applicant would need to conform to all ODOT guidelines, and allow two months to have their application reviewed and banners installed. If a banner street application was approved, the committee agreed that it should be stated that it would remain up for a minimum of three weeks, and that placement could extend based on availability. The committee agreed that the applicant could get their banners made anywhere, but they must meet the size (30"x48") and quality requirements of the committee. A recommended vendor could be listed on the web site as well.

Rob said that the new street light poles would accommodate the current banners, but will only have one per pole, instead of one on both the sidewalk and street side of the pole. However, Rob also said that there would be nearly twice as many poles with an estimated installation of 2017.

Rob discussed the installation options for the banners. He said there are limiting factors that include City staffing and approved installation times set forth by ODOT. The committee discussed the possibility of requiring the applicant to hire an installer, or hiring another local entity such as the Newberg Fire Department or Chehalem Parks and Recreation to install.

Cathy said that as a future applicant, she would find it helpful to be able to know what the windows of availability might be. The committee discussed creating an annual banner schedule with flexible dates of installation and removal of banners. The committee asked to have the holiday banners installed as soon as possible.

Joe discussed the request for proposal (RFP) created by the marketing subcommittee. The RFP would seek bids from experienced marketing firms to create a campaign involving social and digital media. The committee would review bids and select one to create the campaign. The committee would receive digital content (ads, images, gifs, press releases, etc.) as well as a plan to implement (where and how much ad space to purchase, etc.). Then the committee, along with the help of Molly, would follow the directions outlined and implement the campaign.

Joe said that the marketing subcommittee came up with an idea for a campaign that would get visitors to Dundee in the winter and early spring. The campaign would target those within a 100 mile radius and suggest that this is their time to visit “your wine country” when the out-of-state visitors are few.

The committee also discussed the budget for the campaign. Rob explained that the City Council’s approval is not necessary on expenditures up to \$5,000, but that every reasonable effort should be made to select the best contractor. Contracts of over \$25,000 require three qualified vendors to bid.

Ted briefly discussed the Façade Improvement Grant Program. He said he has been talking to the owner of Dundee Garden Art, and that he has indicated he would like to improve the fence in front of his property. He told Ted that he could do most of the work himself. Consideration of future sidewalk development must be made. Joe said he would contact the architect to see if he would be able to mock up some drawings of possible improvements to the properties interested in the program.

Cathy said that the Dundee Hills AVA is interested in doing Deck the Hills Banners. The Dundee Hills AVA winery banners will come down soon, and then the City’s holiday banners will go up. Cathy said she would go ahead and see about having 12 Deck the Hills banners created.

Rob inquired about utilizing some of the tourism dollars for maintenance of the grounds and plants around the entrances of town now and in the future. The committee agreed that it is within the realm and could be discussed further.

The Dundee Tourism Committee meeting was adjourned at 11:19a

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Ted Crawford, Chair



# Mid-Willamette Valley Council of Governments

100 HIGH STREET S.E., Suite 200 • SALEM, OREGON 97301 • [www.mwvcog.org](http://www.mwvcog.org)  
PHONE 503-588-6177 • FAX 503-588-6094 • email: [mwvcog@mwvcog.org](mailto:mwvcog@mwvcog.org)

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***Getting things done together!***

**DATE:** December 30, 2015

**TO:** Mayor David Russ  
Rob Daykin, City Administrator

**FROM:** Renata Wakeley, Community Development Director, MWVCOG  
Phone: 503.540.1618  
Email: [renatac@mwvcog.org](mailto:renatac@mwvcog.org)

**SUBJECT:** "Make it in the Willamette Valley" Community Marketing Brochures

**ACTION**

**REQUESTED:** If you would like the MWVCOG to prepare a marketing/business recruitment brochure for your jurisdiction, please select a preferred brochure template for your community from the three attached options, along with the community specific information and graphics requested below.

**DEADLINE:** January 13, 2016

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As a recipient of a "Make it in the Willamette Valley" Grant, the MWVCOG is preparing a marketing/recruitment brochure for each community in Marion, Polk, and Yamhill County as an economic development tool. These brochures are being developed in response to a recommendation from the **2014 Supply Industry Recommendations Report** ([www.midvalleymade.com](http://www.midvalleymade.com)) which identified the need for Willamette Valley cities to further develop marketing and recruitment materials for their communities.

The MWVCOG prepared the three attached marketing/recruitment brochure templates in consultation with local economic development staff to be used for cities in Marion, Polk, and Yamhill County. The brochure templates are being prepared using MS Publisher 2007 and will be distributed in MS Publisher or Adobe PDF format to cities when complete.

MWVCOG staff hopes to support yearly updates to the brochures on behalf of our members, if needed.

Please review the three brochure templates enclosed and submit a completed Marketing Brochure Template Response Form (also enclosed) to [gjensen@mwvcog.org](mailto:gjensen@mwvcog.org) on or before January 13, 2016.

Enclosures

## MARKETING BROCHURE TEMPLATE RESPONSE FORM

The following information is needed in order for the MWVCOG to complete a brochure for your community:

- A. Choice of Templates.** Select a template from the three options listed below to use for your community's brochure. Samples of each template are attached for your review. The only difference between the three options is the information in the upper right-hand corner of the first page.
  - Option 1:** Education (*A chart for a different city is provided as an example*).
  - Option 2:** Workforce/Employment (*A chart for a different city is provided as an example*).
  - Option 3\*:** Community Feature  
\*For this option, you will need to attach content to be included in the "Community Feature" text box located in the upper right hand corner of Option 3, Page 1. The text should not to exceed 400 characters (including spaces).
- B. Community Description.** Attach a community description to be included immediately below the map on Page 1. The text should not exceed 277 characters (including spaces).
- C. Picture.** An image of the community to be included on Page 1 that can be scaled to measure 1.75 inches wide and 2.5 inches in height. JPEG or PNG format is preferred.
- D. City Logo.** An electronic copy of your jurisdiction's logo that can be scaled to 0.75 inches square. JPEG or PNG format is preferred.
- E. Mission Statement.** The City's mission statement. The text should not exceed 217 characters (including spaces).
- F. Property Tax Rate for 2014/15.** The City's current property tax rate, provided in dollar amounts.
- We are not interested in the creation of the marketing brochure at this time.

Please submit the completed project template response form and requested files on or before **JANUARY 13, 2016** via email or regular mail to:

Mid-Willamette Valley COG  
100 High Street SE, Suite 200, Salem, OR 97301-3667  
Email: [gjensen@mwvcog.org](mailto:gjensen@mwvcog.org)

Please contact Garrett Jensen, Assistant Planner at 503.540.1640 with questions or for further information.

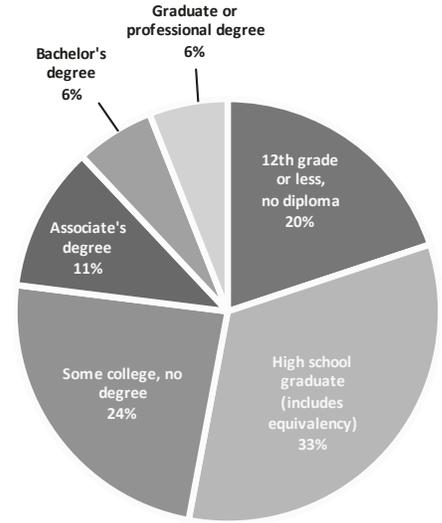
# SAMPLE CITY, OREGON

## Sample—Option 1

A



Education Attainment of Falls City Residents 25 and Older



Source: U.S. Census Bureau, American Community Survey, 2009-2013 estimate

B

Sample City offers a rural community with charming local stores, a pub, antiques and collectibles shops, and artisan bakery. Residents enjoy the natural resources including our beautiful parks, timberland.

### QUICK FACTS

Population .....	000
Labor Force .....	00
Median Household Income .....	\$00000
Median Home Price .....	\$0000
High School Graduates .....	00%
Bachelor's Degree or Higher .....	00%
Total Housing Units .....	00

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

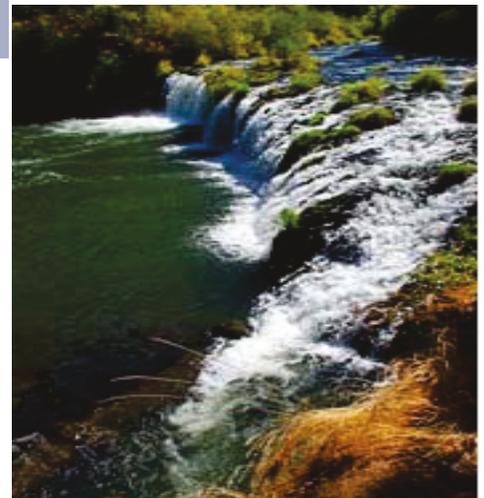
### DISTANCES TO CITY

Portland	00 miles
Salem	00 miles
Monmouth	00 miles
Corvallis	00 miles
Eugene	00 miles
Seattle	00 miles
Boise	00 miles

### ACCESS

Automobile and truck transportation is the dominant form of mobility in the area. Highway 99W provides access to Portland, Interstate 5 and other points to the south. The Newberg Dundee Bypass is slated for completion in 2017 and will reduce travel time between Yamhill County and Portland.

- Air:** Portland International Airport (PDX) provides commercial air service. The McMinnville Municipal Airport serves General Aviation and Corporate Jet Aircraft.
- Ground:** Passenger rail service by Amtrak is available in Portland and Salem. The Willamette and Pacific Railroad provides freight services and a number of motor freight and truck lines service the area.
- Transit:** Limited passenger bus services through YAMCO Transit are provided through the Yamhill County Action Partnership. Amtrak facilities and connections are available in Salem and Portland.



C

D



### City of Sample Mission Statement

Create an environment that supports community rural living at its best by mixing family, work, recreation and social opportunities while providing fiscally sound, responsible municipal services.

E

**F****TAX INFORMATION**

**Property Tax.** Property tax rates are based upon rates approved by local voters and limits established by the Oregon Constitution. The FY2014-15 property tax rate for the Sample City was \$0.00 per \$1,000 of assessed value.

**Sales Tax.** There is no sales tax in Oregon.

**Personal Income Tax.** Personal Income Taxes range from 5-9.9% of Oregon taxable income.

**Corporate Income Tax.** Oregon applies a 6.6% tax rate against net revenue below \$250,000, and a 7.6% tax rate against net revenue of \$250,000 and greater. Corporations with no business activity in Oregon do not have to file an Oregon Return.

Sources: City of \_\_\_\_\_ & Oregon Blue Book

**EDUCATION & WORKFORCE TRAINING**

Yamhill County is home to two private universities and has easy access to several other colleges and universities in the region. Chemeketa Community College, with facilities in Salem and McMinnville, provides work force training programs and resources through the Chemeketa Center for Business & Industry to help create high-performing employees, managers and organizations.

**Linfield College** | [www.linfield.edu](http://www.linfield.edu)

**George Fox** | [www.georgefox.edu](http://www.georgefox.edu)

**Portland State University** | [www.pdx.edu](http://www.pdx.edu)

**Western Oregon University** | [www.oregonstate.edu](http://www.oregonstate.edu)

**Willamette University** | [www.willamette.edu](http://www.willamette.edu)

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**G****TELECOMMUNICATIONS**

Broadband Internet service for business is available from Freewire Broadband LLC using territorial fixed wireless services, and from LS Networks over optical carrier/fiber lines. Residential Internet service is available through DSL, cable modem, wireless, satellite, mobile wireless services. Residential providers include AT&T Mobility LLC CenturyLink, Charter Communications, HughesNet, and Viasat Inc.

Source: State of Oregon Public Utility Commission

**REGIONAL BUSINESS RESOURCES**

**Oregon Employment Department** 503.378.3220 | [www.qualityinfo.org](http://www.qualityinfo.org)

**Oregon Business Development Department** 503.378.3220 | [www.oregon4biz.com](http://www.oregon4biz.com)

**Strategic Economic Development Corporation** 503.588.6225 | [www.sedcor.com](http://www.sedcor.com)

**Small Business Development Center** 503.399.5088 | [www.sba.gov](http://www.sba.gov)

**Oregon Manufacturing Extension Partnership** 503.406.3770 | [www.omep.org](http://www.omep.org)

**Small Business Development Center** 503.399.5088 | [bizcenter.org](http://bizcenter.org)

**Urban Renewal District** 503.378.3220 | [www.qualityinfo.org](http://www.qualityinfo.org)

**Northwest Wine Studies Center, Chemeketa Eola** | <http://www.chemeketa.edu/locations/eola/>

**Mid Willamette Valley Council of Governments** 503.540.1612 | [www.mwvcog.org](http://www.mwvcog.org)

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**Oregon Prospector** | [www.oregonprospector.com](http://www.oregonprospector.com)

**LOCAL BUSINESS RESOURCES**

**McMinnville Economic Development Partnership** 503.550.8504 | [mcminnvillebusiness.com](http://mcminnvillebusiness.com)

**WorkSource Oregon** (McMinnville Office) 503.472.5118 | [www.worksourceoregon.org](http://www.worksourceoregon.org)

**Incite Incorporated** (Marion & Yamhill County) 503.581.1002 | [www.inciteworks.org](http://www.inciteworks.org)

**MicroEnterprise Resources, Initiatives & Training Program (MERIT)** 503.584-7324 | [meritnw.org](http://meritnw.org)

**McMinnville Area Chamber of Commerce** 503.472-6196 | [cm.mcminnville.org](http://cm.mcminnville.org)

**Chehalem Valley Chamber of Commerce & Visitor's Center** 503.538-2473 | [www.chehalemvalley.org](http://www.chehalemvalley.org)

**Carlton Business Association** | [info@carltonbusinessassociation.com](mailto:info@carltonbusinessassociation.com)



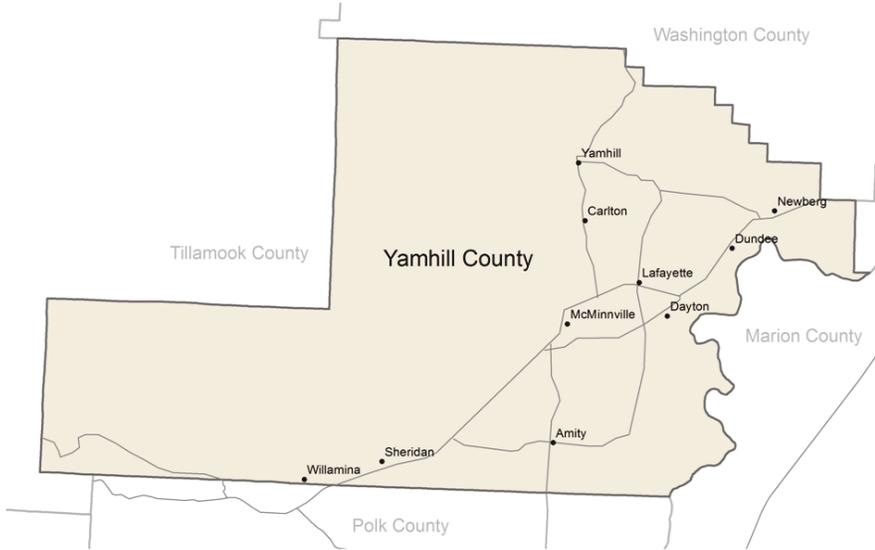
MID-WILLAMETTE VALLEY  
COUNCIL OF GOVERNMENTS



Strategic Economic  
Development Corporation

# SAMPLE CITY, OREGON

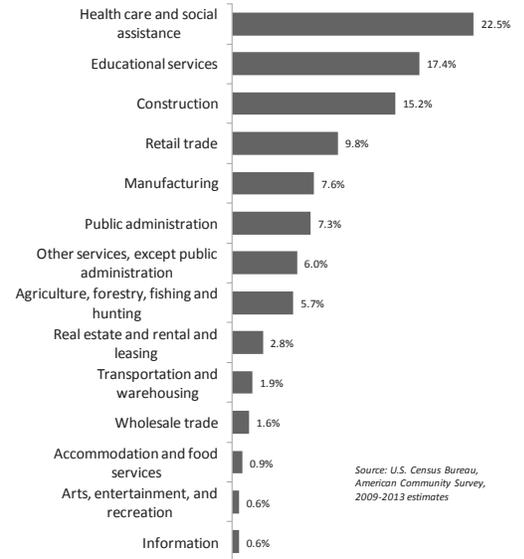
## Sample—Option 2



### EMPLOYMENT SECTORS

A

#### Top Industries by Employment in Falls City



Source: U.S. Census Bureau, American Community Survey, 2009-2013 estimates

B

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### QUICK FACTS

Population .....	000
Labor Force .....	00
Median Household Income .....	\$00000
Median Home Price .....	\$0000
High School Graduates .....	00%
Bachelor's Degree or Higher .....	00%
Total Housing Units .....	00

### DISTANCES TO CITY

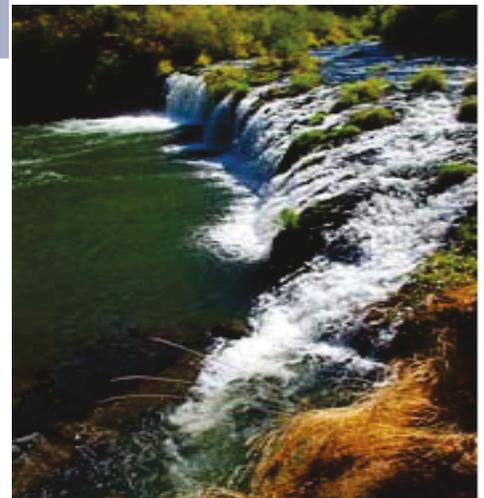
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Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

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Source: State of Oregon Public Utility Commission

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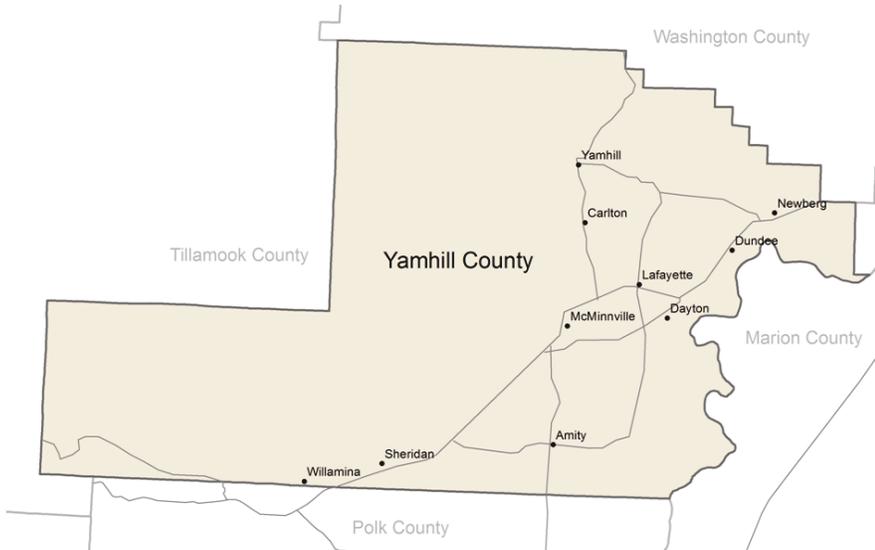


MID-WILLAMETTE VALLEY  
COUNCIL OF GOVERNMENTS



# SAMPLE CITY, OREGON

## Sample—Option 3



A

### LOCAL FEATURE

Sample City includes unique shops and outstanding restaurants, featuring a variety of local wines and microbrews. With a splash play fountain and amphitheater, Main Street Park is the downtown hub. Annual events in the park include:

- The Music In The Park Series.
- The Community Yard Sale.
- The July 4<sup>th</sup> Festival, which brings thousands of visitors “back home” to downtown each year.

B

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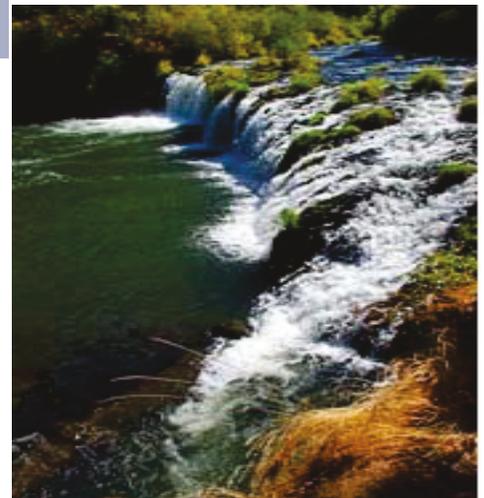
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Boise	00 miles

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

### ACCESS

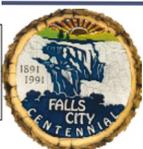
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Broadband Internet service for business is available from Freewire Broadband LLC using territorial fixed wireless services, and from LS Networks over optical carrier/fiber lines. Residential Internet service is available through DSL, cable modem, wireless, satellite, mobile wireless services. Residential providers include AT&T Mobility LLC CenturyLink, Charter Communications, HughesNet, and Viasat Inc.

Source: State of Oregon Public Utility Commission

**G****REGIONAL BUSINESS RESOURCES**

**Oregon Employment Department** 503.378.3220 | [www.qualityinfo.org](http://www.qualityinfo.org)

**Oregon Business Development Department** 503.378.3220 | [www.oregon4biz.com](http://www.oregon4biz.com)

**Strategic Economic Development Corporation** 503.588.6225 | [www.sedcor.com](http://www.sedcor.com)

**Small Business Development Center** 503.399.5088 | [www.sba.gov](http://www.sba.gov)

**Oregon Manufacturing Extension Partnership** 503.406.3770 | [www.omep.org](http://www.omep.org)

**Small Business Development Center** 503.399.5088 | [bizcenter.org](http://bizcenter.org)

**Urban Renewal District** 503.378.3220 | [www.qualityinfo.org](http://www.qualityinfo.org)

**Northwest Wine Studies Center, Chemeketa Eola** | <http://www.chemeketa.edu/locations/eola/>

**Mid Willamette Valley Council of Governments** 503.540.1612 | [www.mwvcog.org](http://www.mwvcog.org)

**Small Business Finance Program** 503.540.1612 | [www.mwvcog.org](http://www.mwvcog.org)

**Enterprise Zone Standard Program** | [www.oregon4biz.com](http://www.oregon4biz.com)

**Oregon Prospector** | [www.oregonprospector.com](http://www.oregonprospector.com)

**LOCAL BUSINESS RESOURCES**

**McMinnville Economic Development Partnership** 503.550.8504 | [mcminnvillebusiness.com](http://mcminnvillebusiness.com)

**WorkSource Oregon** (McMinnville Office) 503.472.5118 | [www.worksourceoregon.org](http://www.worksourceoregon.org)

**Incite Incorporated** (Marion & Yamhill County) 503.581.1002 | [www.inciteworks.org](http://www.inciteworks.org)

**MicroEnterprise Resources, Initiatives & Training Program (MERIT)** 503.584-7324 | [meritnw.org](http://meritnw.org)

**McMinnville Area Chamber of Commerce** 503.472-6196 | [cm.mcminnville.org](http://cm.mcminnville.org)

**Chehalem Valley Chamber of Commerce & Visitor's Center** 503.538-2473 | [www.chehalemvalley.org](http://www.chehalemvalley.org)

**Carlton Business Association** | [info@carltonbusinessassociation.com](mailto:info@carltonbusinessassociation.com)



MID-WILLAMETTE VALLEY  
COUNCIL OF GOVERNMENTS

