

Meeting of the Tourism Committee January 26, 2015

Chair Ted Crawford called the meeting to order at 10:00 am at Dundee City Hall. Members Present: Myrna Miller, Sheryl Kelsh, Joseph Buck, Jennifer Sitter. Also in attendance were: Rob Daykin, City Administrator and Molly Bailey.

The minutes from the previous meeting, December 15, 2014 were approved.

It was discussed that there may soon be an additional hotel in Dundee called the Dundee Bungalows to be located on 2 acres behind the women's hall.

Rob Daykin gave an update on the budget and some planning notes for the upcoming budget. He said that the City of Dundee increased the hotel tax so for the current fiscal year he predicted revenue of \$29,000 instead of the \$23,000 and an estimate of \$33,000 for the year following, but he emphasized that this was a very premature estimation.

Rob also said that the budget for identity enhancements on the budget included \$5,000 for the 5th street and 99W corner project, and that delaying implementation of the West End Kiosk could allow the committee to transfer funds to the corner project.

Rob noted that the holiday banners were installed. Joe asked how many sets the City could handle installing and removing for the committee each year. Rob said that it was hard to say, but that he would let the committee know if it became burdensome. Ted Crawford suggested the committee ask Cathy Martin about a set of banners that could be up at any time of the year and include a logo for the Dundee AVA. Jennifer said that it would cost about \$1,200 for each set of banners. Sheryl Kelsh suggested asking an organization like PGE or Frontier to pay for a set as part of what they do to give back to communities.

The committee also discussed a cross street or cross highway banner near the fire station that could be put up during special occasions such as the holidays or during special events. Joe Buck mentioned that there is one across Highway 43 that crosses four lanes of traffic. He said he would look more closely at the banner and how it is affixed.

Ted said that the committee should put into the budget for this year two more banner sets and then talk to Chris Nagy about possibly partnering for a set of "Welcome Runners" banners that could feature Fueled by Fine Wine. Jennifer agreed to contact Cathy Martin about the Dundee Hills AVA.

Rob said that there are still two more meetings of the Travel Dundee Committee before a budget needs to be set. He also said that there is another opportunity to apply for funds from lottery dollars through Yamhill County. He suggested that the

committee could apply to Yamhill County to pay for part of the West End Kiosk project. Joe said that he would prefer the committee explore spending on getting people to Dundee, as opposed to elements that would cater towards those already in the city visiting. On this, Sheryl suggested looking into advertising on the Travel Oregon web site and through their marketing efforts.

Rob said that in the past, the committee applied for the grant to fund a project to investigate the City's economic development barriers. The grant money wasn't awarded, but they suggest reapplying. That is when the committee applied for funding towards the 5th street corner project. But Rob was told that wasn't a project they would fund again.

The committee discussed that \$2,500 is a good target amount and that a potential project could be the fish-hook at the end of the bypass to inform travelers of the businesses back in Dundee. This project could be a sign that simply has symbols for lodging, wineries and restaurants on it.

Sheryl said that the current Oregon Travel Experience interim director is an ODOT employee so there is potential to utilize the connection there.

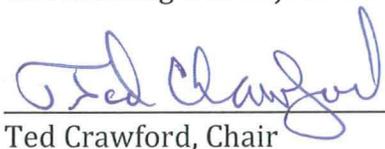
Joe gave his West End update. He said that they have hired a new real estate broker to fill the empty space in the building. He said he would like to get something in there that compliments the rest of the property, such as a day spa. Jennifer suggested he contact Abba Day Spa in Sherwood about moving. Joe said that the hotel is doing well and is almost completely booked for Valentine's Weekend.

Jennifer gave an update on marketing materials in creation. She said that she is waiting to get a couple new photos from Cathy Martin and Nancy Ponzi.

Molly Bailey explained the issues with the web site template that had been previously built, and expresses interest in rebuilding the site for added flexibility and ease of use. The committee approved that this project proceed, and that payment would not exceed \$500.

The Wine country Tourism grant application was discussed and they are currently setting up the rules and putting together an advisory committee. It was suggested that someone from the Dundee Tourism Committee or the Dundee Wine Growers Association get on the advisory committee to advocate for the Dundee area.

The meeting was adjourned at 11:35 a.m.



Ted Crawford, Chair