

## **Meeting of the Dundee Tourism Committee February 29, 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, Nancy Ponzi, Robin Sikkens, and Jennifer Sitter. Also present were Molly Bailey, and Rob Daykin.

The minutes from the January meeting were reviewed and approved.

Rob let everyone know that Gerald from Travel Yamhill Valley was not able to attend the meeting today as originally planned.

Next, Rob introduced guest David Brittell of Brittell Architecture Inc. of Newberg. David said he has worked with the City of Lafayette on a façade improvement program similar to the program that Dundee has introduced. His company worked on the Old Mill Marketplace in Newberg.

The Dundee façade improvement grant would be a \$5k matching grant with a \$10k project total. David said that his company could do renderings for selected candidates at around \$1,500 a piece. The renderings would also include an outline of proposed project and estimate of proposed improvements.

The committee decided to start with the two primary candidates in the center of town: City Center Market and Dundee Garden Art. The committee also said that the main improvements they would like to see would be a more welcoming front to the garden art building and improved awning and trash can areas of the market. The committee agreed to pay for the work of David's architecture firm. David will draft renderings and the committee can review them at the next meeting to finalize. Then the committee will approach the business owners and operators with the proposed improvements and possibly invite them to the next meeting.

Then Rob discussed the sidewalk and driveway improvements downtown. He said that the project bids would go out in April. ODOT is waiting for other work to be done, and then the City's work can be started.

Jennifer discussed the marketing subcommittee's idea of an off-season marketing campaign. The committee presented the "It's your wine country" theme. This theme would focus on drawing visitors from Portland, Bend, and Eugene areas to stay for a night or two in "their own backyard." The campaign includes new graphics for the web site home page, suggested itineraries, and a "build your own" itinerary feature. Jennifer said that she has Ashley working on designing the graphic elements for the web site and social media. She said that the cost would be under \$5,000 for the design elements and that Ashley has stock photography that would suit this campaign's look and feel well. The buildable itineraries could be downloadable to Google Maps, printed, and emailed. Molly will research options for the build

web site and social media. She said that the cost would be under \$5,000 for the design elements and that Ashley has stock photography that would suit this campaign's look and feel well. The buildable itineraries could be downloadable to Google Maps, printed, and emailed. Molly will research options for the build itinerary feature. The campaign would include printed postcards, Google AdWord Advertising, and targeted social media ads. The campaign launch would be preceded by a press release from the committee.

Joe discussed the issues with construction lane closures on the west end of town. Rob said he would see if there are any detour sign options that could reroute visitors who are attempting to make a left hand turn into the west end tasting rooms, hotel and restaurant.

The Dundee Tourism Committee meeting was adjourned at 11:28 a.m.

  
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Ted Crawford, Chair

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