

**Meeting of the Dundee Tourism Committee
March 28, 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: Ted Crawford, Nancy Ponzi, Sheryl Kelsh, Robin Sikkens, and Jennifer Sitter. Also present were Cathy Martin, and Rob Daykin.

Discussed Façade Improvement Program and the Architects renderings of improvements to Dundee Garden Art and to the City Center Market. Consensus of the committee members was one of being generally unimpressed with the renderings. Sheryl and Jennifer offered to meet with the architect and discuss what the committee was expecting.

Discussed FY 2016-2017 budget. The agreement was to recommend \$20,000 for identity enhancements which includes approximately \$15,000 for maintaining publically-owned landscaped areas. Primarily around the welcome sign, 5th street and potentially new welcome sign near the fishhook. \$8,000 for the tourism website/kiosk. \$2,000 for grant expense – tourism. \$2,500 - \$5,000 to agencies that promote tourism. \$12,000 for marketing. The remaining balance of funds estimated to be \$40,000-\$50,000 to be saved for a possible tourism facility near the property below the Bypass overpass.

Marketing Sub-Committee update from Jennifer Sitter. Working on a Survey Monkey to go to the Dundee Hills AVA for use to create content to build custom itineraries for visitors to the area. Working with Ashley Lippard for graphics design.

Discussed a possible Dundee focused event. Ted was approached by the Early Bird Rotary club for organizing an event such as a bike, run and paddle event. Ted will talk to Molly about what it would take to start organizing such an event.

Discussed the upcoming Oregon Governor's Conference on Tourism the week of April 25th. Sheryl will be attending and will provide an update at our May meeting.

Updates from the area. Taste of Dundee block party is slated for Saturday, May 7th and Dobbles Family Estate Winery. Cathy Martin knows the organizers and will let them know that we would like to talk to them at our April meeting. Cathy Martin also mentioned that the Dundee Hills Wine Growers Association will be selling their 30 bottle, 2012 vintage collection in April. Only 24 collections will be sold at a price of around \$1,800. It is a major fundraiser for the Association.

The Dundee Tourism Committee meeting was adjourned at 11:20 a.m.


Ted Crawford, Chair