Meeting of the Tourism Committee
April 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 included: Ted Crawford, Valerie Cutz, Nancy Ponzi, and Jennifer Sitter. Also present were Molly Bailey, Rob Daykin and Cathy Martin.

The minutes from the March meeting were approved.

Gerald Kubiak from the Travel Yamhill Valley group gave a presentation about TYV, their membership model, and ways to work together in the future. He said he is basically doing a stakeholder engagement tour discussing engagement with the various tourism committees in the county. He said that Yamhill County is the only county without a county lodging tax, and that Travel Yamhill Valley is membership funded. He said that the county is not spending as much as other counties on tourism marketing and there is potential for more coordination to pool efforts and funds to market the county. The committee agreed that there is a possible role for county organization and that the committee already gives $2,500 to the Chamber. Gerald described an upcoming publication that Travel Yamhill Valley will be putting out. The committee asked that he continue his investigation and check back in with us at the end of the year.

With the topic of county lodging tax being brought up, the committee discussed the matter further. Ted suggested that the committee compose a letter in May to get a county lodging tax going.

Next, Jennifer gave an update about the façade improvement plan. She said she and Sheryl met with the David Brittel and gave him several ideas and showed him the different buildings in the hub of downtown Dundee that represent the style the committee would like to start to achieve with continuity between the several newly remodeled or built structures. Jennifer said she and Sheryl struggled to get him to understand these goals, and a motion was made to end work with this architect. The committee agreed to cease any work with this architect and search for someone else. Jennifer talked about enlisting the interior design program at George Fox University to develop façade improvement ideas. The committee agreed to search for an architect who can provide samples of their renderings and more innovative ideas, and explore the idea of getting students help.

Regarding the marketing subcommittee's itinerary project, Jennifer said that they are getting a survey out to the Dundee wineries with Cathy's help that will allow them to categorize themselves and better allow us to market them on our web site and through itineraries.

Ted discussed the local Early Bird Rotary's desire to create an event that would involve paddling (river), running and cycling. Molly agreed to explore potential time of year, and other events similar across the county.

Cathy gave an update to the committee on the Dundee Hills Winery Association. She said that Dundee received some great press about the Harvey Creek Trail. She also discussed the upcoming Dundee Block Party. The committee agreed that they would like to try to meet with the organizers of the block party in planning for this event in the future to allow for better promotion, team work, and enhancement.

The next meeting on of the City of Dundee Tourism Committee will be held on Monday, May 23, 2016 at 10 a.m.

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

Ted Crawford, Committee Chair