

**Meeting of the Tourism Committee
April 27, 2015**

Committee Chair, Ted Crawford called the meeting to order at 10:00 am at Dundee City Hall. Members Present included: Myrna Miller, Valerie Cutz, Ted Crawford, Cathy Martin, Nancy Ponzi and Joseph Buck. Also in attendance were Rob Daykin, City Administrator, Jessie Gordon from Chapter 24 Vineyards and Molly Bailey.

The minutes from the previous meeting, March 30, 2015 were approved.

Rob presented the proposed budget and reviewed expenses to date. He said estimated revenue for this fiscal year (through June) is \$25,500 and for next year - \$32,900, based on increased transient tax to 10%. Rob suggested the committee review and approve their budget and consider setting aside money for future projects. The fiscal year goes from July 1, 2015 to June 30, 2016.

Rob said that the City of Dundee will be responsible for landscaping a portion of planting strip from the bypass junction at 99W to Neiderberger road. The City will put in a water line for future irrigation and soil, but not install plants until Fall 2016. Also, as part of the streetscape project along Highway 99W, ODOT will prepare areas for future plantings. Rob asked that the committee consider next year helping to fund these projects out of the identity enhancements funds.

Rob asked the committee to possibly hold off doing more sets of banners until the new street light poles are up as construction along the road will make it difficult to install, and the size of the banners may change. The committee agreed that they would do a set of Dundee Hills AVA banners and possibly a set of "Welcome Runners" banners to put up during Fueled by Fine Wine.

There was a motion to approve the budget and it was seconded and approved.

Valerie agreed to partner with Myrna to put together a banner policy draft that the committee can review at the next meeting and eventually put on the City's web site. This would act as a basis for what type of events and businesses can sponsor or put up banners on the street poles through town.

Myrna said that the Women's Club plans to use the funds the committee allocated to them for their 100th celebration for a banner on Second Street and print advertising in the Newberg Graphic. They will be moving the date of their celebration to a weekend in August because their previous date was the same as the Oktoberfest in Newberg. The volkswalker club may not attend the event now that the date has moved.

Molly gave a report on Travel Oregon's Wine Country License plate grant program. Her notes are in appendix A. The committee discussed partnering with a group such as the Dundee Hills Wine Growers Association to apply for a grant. Several members

of the committee will meet at 3 p.m., Tuesday, May 5th at the Dundee Bistro to brainstorm a project and need for the application. Applications are due June 30th.

Jessie talked about the Dundee Block Party they are having during May 2nd. The party will include several downtown Dundee wineries in the lot adjacent to Chapter 24. She said there will be several members of the media in attendance. She asked the committee about parking opportunities. The committee discussed the various potential opportunities and agrees that there is a lack of downtown parking.

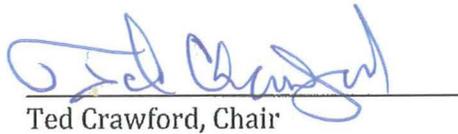
Joe gave his update on the West End. He said that the summer is booking up at the Inn is looking to be a good year. He said that there is a space for lease in in his building. He also said that they are looking to sell or find new use for the 2 acre garden space adjacent to the building.

Nancy said that there is also space becoming available at the current Dapper Frog building. She also told the committee about the Shakespeare in the Vineyard events and Molly agreed to put these up on the Travel Dundee calendar.

Cathy said that the Dundee Hills AVA passport event was really good this year. They had nearly 400 participants and each received a grape plant.

The committee reviewed the walking map updates and agreed that if the photo of the woman holding the cup of coffee can be changed (possibly to an interior shot of Red Hills Market) then they would like to get 1,000 or so printed as soon as possible.

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



Ted Crawford, Chair