

Meeting of the Tourism Committee May 18, 2015

Committee Chair, Ted Crawford called the meeting to order at 10:00 am at Dundee City Hall. Members Present included: Joe Buck, Ted Crawford, Sheryl Kelsh, Myrna Miller, and Jennifer Sitter. Also present were Rob Daykin, Cathy Martin, and Molly Bailey.

The minutes from the previous meeting, April 27, 2015 were approved.

The group discussed an idea that a subcommittee had come up with for a project to apply for Travel Oregon's Wine Country License Plate Grant program. The idea was for a Dundee Tourism concierge truck, similar to a food cart that was branded with wine country scenes and participating organizations. The truck would be stocked with brochures, maps, itinerary ideas, coupons and water for visitors. The truck would be parked downtown Dundee during specific hours and staffed by pre-approved volunteers. The truck would also attend events outside of Dundee, and Oregon to direct and attract visitors to Dundee's wineries and restaurants.

The subcommittee determined that there is a need for a "way finding" service that can help give and direct visitors to the best wineries and restaurants to suit their specific needs. It was also determined that the truck would serve as a social media marketing tool as well. The truck could be parked at the Dundee bypass loop when that is completed and direct people back into Dundee. The truck would have accompanying signage such as sandwich board signs stating, "Visitor Information here."

The subcommittee said they would meet again May 13 at the Dundee Bistro and invited anyone who can to attend with their pros and cons to this project idea.

Jennifer gave an update on the downtown Dundee walking map. She said that the delay was in awaiting photos, and negotiating price with the printer, but that the map would be delivered Wednesday, May 20.

Jennifer also gave a banner update. She said that the Dundee AVA banners are up around downtown. She requested that the city install them at random. A set of twelve Fueled by Fine Wine banners will be installed mid-June in the heart of downtown Dundee. Rob said that the road completion with new street light poles is set for October 2016.

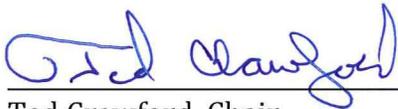
Molly gave an update on the web site and social media. She said that both the web site and the social media following are continuing to see growth. She said that she has contacted several businesses to get flyers and brochures for the Travel Dundee Kiosk and has been keeping it stocked. She will add the walking maps once they arrive. She said that she is trying to get the password and information for the computer so she can make updates to the digital portion of the kiosk.

Next, Joe gave his update. He passed around an updated restaurant menu for Babica Hen. He also said that the hotel is booked for Memorial Weekend, and is expected to stay busy through the summer.

Following Joe's update, Cathy gave an update about the Dundee Wine Growers Association. She said that the promotion of May as Oregon Wine Month has been much greater and more visible this year. She also shared several upcoming events for the AVA.

Sheryl said that she supports the grant idea that the subcommittee has come up with, and said that Travel Oregon likes to see cooperation with other organizations and groups. She also said that the Chehalem Valley Chamber would also be applying for a grant, likely to grow the Wine Education Center at their facility. She said the Center is growing and is offering a class for wine tasting room staff, and a class with the OLCC. She said to watch for increased growth for industry offerings from the Center.

The meeting was adjourned at 11:34 a.m.



Ted Crawford, Chair