

# Meeting Minutes - Dundee Tourism Committee

Date: Monday, May 18, 2015      Start: 10:00 am

Attendance: Chair Ted Crawford \_\_\_\_, Joe Buck \_\_\_\_, Valerie Cutz \_\_\_\_, Sheryl Kelsh \_\_\_\_, Myrna Miller \_\_\_\_, Nancy Ponzi \_\_\_\_, and Jennifer Sitter \_\_\_\_: Others \_\_\_\_\_

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. Wine Country License Plate Grant	Ted Crawford	30
<b>Action:</b>		
2. Banner / Walking Map Updates	Jennifer Sitter	5
<b>Action:</b>		
3. Website – Social Media – Events update	Molly	10
<b>Action:</b>		
4. West End & Inn at Red Hills Update	Joe Buck	5
<b>Action:</b>		
5. Dundee Wine Growers Assoc Update	Cathy Martin	5
<b>Action:</b>		
6. Open	All	5
<b>Action:</b>		

**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 100<sup>th</sup> 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 5<sup>th</sup> at the Dundee Bistro to brainstorm a project and need for the application. Applications are due June 30<sup>th</sup>.

Jessie talked about the Dundee Block Party they are having during May 2<sup>nd</sup>. 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

## Rob Daykin

---

**From:** Molly Bailey <molly@makersevents.com>  
**Sent:** Tuesday, May 12, 2015 3:18 PM  
**To:** Nancy Ponzi; Joe Buck; Val; Sheryl Kelsh; Jennifer Sitter  
**Cc:** Cathy Martin; Rob Daykin  
**Subject:** Grant Update  
**Attachments:** union-wine-co-mobile-tasting-truck.jpg; c09c2f780cd9d7455d327ef24abf5740.jpg; e310e8f547e9731a6a398e9d9fdf167e.jpg; Truck8.jpg

Dundee Tourism Committee,

A few of us met last week and had a brainstorming session for a project idea for the upcoming Travel Oregon Wine Country License Plate grant program (applications due June 30 with several timeline items that have to be done soon!).

After several ideas the group decided their favorite is...

Dundee Tourism Concierge Truck

- A mobile concierge in a truck similar to a food cart
- Beautifully branded with wine country scenes and participating groups. Maybe "Follow me to wine country" on the back somewhere
- Stocked with brochures, maps, itinerary ideas, coupons and water for visitors
- Staffed during vital hours by certified (pre-approved by the committee) volunteers
- Parked during certain times of the year at various locations in Dundee
- This "welcome wagon" would serve to direct visitors to wineries, restaurants, and lodging in downtown and throughout the Dundee hills
- The truck would attend events outside of Dundee to promote Dundee tourism
- Truck could be stocked with bike fix-it tools to coincide with Travel Oregon's Bike Friendly initiative
- The eye-catching, attention grabbing truck would serve as a social media marketing tool as well as it's physical purposes
- The truck would fulfill the need that "People get to Dundee and don't know what to do, or pass through Dundee and aren't sure what it offers"
- The truck could be parked at the Dundee ByPass loop when it makes sense to be there
- Please see attached photos for examples

For those who are able, we are meeting tomorrow (Wednesday, May 13) at 3 p.m. In the banquet room of the Dundee Bistro. If you have time, please review the grant requirements and photos I've attached here, and send me your list of pros & cons to consider with this project.

I will compile everyone's lists and bring them to the meeting for those who are there to utilize to further flesh out this concept.

Cheers!

Molly

Molly Bailey  
*Consultant*  
Makers Designs & Marketing  
O. 503-550-4590  
C. 971-303-5990







