Meeting of the Tourism Committee
May 23, 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, Sheryl Kelsh, Nancy Ponzi, and Jennifer Sitter. Also present were Molly Bailey, Rob Daykin and Cathy Martin.

Minutes from the previous meeting are approved.

Ted opened the meeting and discussed the façade improvement project. Ted reviewed that at the last meeting the committee voted to discontinue the use of Brittel Architects. Ted said that he spoke with the owner of the property for City Center Market. Ted said the business owner would likely attend today's meeting at some point.

Ted said he would still like to use some of the funds for the Dundee Garden Art façade improvement. Rob said that the sidewalk will be redone later on, and that improvements should be considered. The committee agreed to have the business owner create a plan (non-formal renderings) for an iron fence and additional items such as a retaining wall, steps, etc. that the committee can approve and then pass to the City Council for approval. Rob said he will meet with the business owner to discuss the City sidewalk improvement and how that would affect his plan.

Jennifer gave the marketing subcommittee report next. She said that they sent out a survey to the Dundee Hills AVA to gather information about their businesses. Then the committee will review and build itineraries for the web site. Molly agreed to go through the survey results and put them into an Excel file for the committee's use. Molly also said she would send to Joe's West End properties.

Molly gave a report on doing a potential running, paddling, cycling event with the Rotary Club. She said that there are several events across the country involving a bike course, kayak or rowing and run course. They usually have each segment last 20-30 minutes or 2-7 miles. Molly said that around Ash Island in Dundee is approximately 2.7 miles. A potential bike loop to and from the river would be about 4 miles, but she said she was unsure where the run might go without crossing 99W. Next, the committee discussed the potential of using Red Hills Road after it is paved this year. The committee agreed to continue to explore the idea of an event like this for next fall. Ted said there is room for 5 kayaks to launch at a time so they would need to be staged. Jennifer suggested having the run end at the park in town. Molly agreed to try to speak to an event director of one of the similar events. The race would start early and be over by 10 a.m. so that traffic isn't too bad.

The owner of the convenience store building, Roger Staver, arrived at the meeting. He said that he does have concern that the business may not remain, after the bypass, but that the business is doing well now. If the façade is just a paint color and

minor outdoor updates, hiring another architect may not be necessary. Jennifer said that the committee hoped that improvements would help unify the look of that intersection and set an example to other businesses in the area.

Rob said that the vote did pass to amend the City Charter to allow the City Council to create an urban renewal district, which is likely to include continuation of a façade improvement program.

Roger and the committee discussed options of improvement to the building. Rob said that the sidewalk improvements would not change any of the curb cuts on his property. Rob said that the final funding and permit approval for the highway sidewalk improvements would be happening soon.

Roger said he would like to see a lightweight cosmetic job on it and have the committee spend the larger bulk of the money at another building. Jennifer said that even if it is a light touch, maybe the enclosure for the garbage/equipment on the building and the paint colors that would be a great improvement. Roger said that he is still in contact with the architect for his Plaid Pantry buildings Monty. He said he would have him do a plan for the building at no cost, and go from there. He said Monty is familiar with the structure and knows what can and cannot be done easily. Roger said that the project improvements might only be around $10k.

Sheryl said that she will type up her notes from the Governor's conference and will present those at the next meeting. She said that the City of Newberg has contracted with Lighthouse firm and they have been given a plan of how to use the marketing dollars above and beyond outbound marketing. She said that she would like to share parts of that plan and how to work together in the county so that no one is wasting money.

Nancy said that the ladies boutique has opened in her building. She said that the Lange's would be moving into the other part of the building and opening a tasting room and coffee shop with other little amenities.

Jennifer said that they are opening vacation rental upstairs at the Red Hills Market building. The 1200 sq ft space would be divided into a one-bedroom unit and a studio unit. They have a contract and work planned once their permitting goes through. She said they plan to open in July or August.

The committee was adjourned at 11:30 a.m.

Ted Crawford, Committee Chair