Meeting of the Tourism Committee
June 27, 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: Joe Buck, Ted Crawford, Sheryl Kelsh and Nancy Ponzi. Also present were Molly Bailey, Rob Daykin and Cathy Martin.

The minutes from the May meeting were approved.

First on the agenda was the façade improvement program. Rob said that the City Center Market building owner, Roger Staver expressed an interest in doing some work to the building. He said he is hesitant to do work that may be redone by a future tenant. He said Roger is interested in changing the paint scheme and other minor improvements suggested by the tourism committee. Rob said that Roger would put together a plan and present it at an upcoming tourism committee meeting.

Rob said he met with The Dundee Garden Art owner and discussed his fence project as well as the plans the City has for sidewalk improvements. Rob said that he can put a small retaining wall, or slope easement and then put a fence a little further back. Fence height is a concern due to City fence rules and the owners concern for theft if the fence is too low. There is likely plenty of time to work out a plan with the business owner before transportation improvements are made.

The committee discussed the Façade Improvement Project budget. If project improvements to the City Center building are around $10k and there is a $5k match, the committee thought there might be enough funds to do another property. The committee discussed the Lumpy's property as a candidate and Rob said that their sign is not currently to code.

Sheryl discussed the potential of signing up a Dundee project for George Fox University's annual Serve Day.

Next, Cathy discussed the Taste of Dundee block party event. In the event's first two years, members of local tasting rooms organized it. The event, which has taken place the first week of May (Oregon wine month), offered ticketed participants wine tastings from several local wineries, and the opportunity to purchase food and mixed cases of wine. Around 400 tickets were sold last year. Participating wineries paid a fee for their booth and advanced ticket sales funded several marketing opportunities. The event is looking for a new organization to manage it. They left $8k in the account for promoting next year. Ted said he would like to work with the Chehalem Valley Chamber to put this event on in the future. Sheryl said she has an upcoming meeting with her board and would float the idea about partnering the Oregon wine education members and the committee. Cathy Martin said she is unsure of whether the Dundee hills AVA would like to be involved.

Molly agreed to update the web site with Ted's contact phone number in place of Rob's for now. The committee agreed to possibly revisit options for providing someone potential visitors can contact.

Next, Cathy gave her update on the DHWGA. She said they had an intern from Linfield College do a study about what other AVAs are doing. That information is coming back in July and Cathy said she will share it with the Tourism Committee at the next meeting.

Joe said he and Jennifer met. They're building the itineraries and will work with Molly and graphic designer Ashley to get them up on the web site.

Sheryl said she has an upcoming meeting with Jeff from Travel McMinnville to discuss collaboration - possibly having a tourism marketing summit and finding ways to work together. The committee discussed having a county transient tax on unincorporated areas.

In closing, Rob discussed landscaping improvements at the 10th street corner (at the corner of the Dundee Community Center). He said there are some areas for planting in the City right of way. Rob shared a landscape plan with the committee that was compiled by CPRD landscaper Brian Stewart. The estimated cost is about $1,200 for the plants and a few hundred for installation. Rob said the maintenance would be contracted with CPRD and would be ongoing in the City budget. The committee approved up to $2,000 of tourism funds for this project.

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

Ted Crawford, committee chair