

Agenda - Dundee Tourism Committee

Date: Monday, August 10, 2015 **Start:** 10:00 am

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

Agenda Items	Presenter	Time allotted
1. Façade Improvement Program	Ted / Rob / Joe	25
Action:		
2. Video Collaboration with DWGA update	Val / Molly	5
Action:		
3. Website – Tourism Kiosk – Events update	Molly	5
Action:		
4. Argyle Site Improvements Update / Report	Cathy Martin	10
Action:		
5. West End & Inn at Red Hills Update	Joe Buck	5
Action:		
6. Dundee Wine Growers Assoc Update	Cathy Martin	5
Action:		

**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

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 _____

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

Meeting of the Tourism Committee June 29, 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, Valerie Cutz, Cathy Martin, and Jennifer Sitter. Also present were Rob Daykin and Molly Bailey.

The minutes from the previous meeting, May 18, 2015 were reviewed and approved.

Ted discussed the wine country grant application and that after discussions with Rob Daykin, Molly Bailey and Cathy Martin it was a consensus that there was still had too many loose ends and too little time complete a worthwhile application. Also, the timing of the grant application is in the middle of the height of tourism in wine country. Ted thanked those who made an effort to attend meetings and make an effort to complete a project outline.

The committee discussed how to position Travel Dundee for a successful application down the line and will watch the program and see whom the grants are awarded to this year. They also discussed the need for a strong mission statement and strategic marketing plan that can serve as a roadmap to decision-making and more.

The committee discussed working with the videographer, Scott Baldwin, who is creating a promotional video for the Dundee Hills Winegrowers Association to utilize elements of their video with the addition of other Dundee features (restaurants, recreation, lodging) to create a short promotional video. In addition to putting the video on the Travel Dundee web site, the committee agreed to explore other distribution and marketing opportunities. Cathy agreed to connect Scott and Valerie to get quotes on the additional footage and editing.

Rob agreed to check on what was delaying the installation of Fueled by Fine Wine street banners. Rob also said that the City has obtained funds from Waste Management and will receive money from the County soon for the façade program (see appendix A). He said that the tourism committee should encourage applicants, screen projects, and make recommendations to the City Council for loans and grants to finance these improvements.

Rob agreed to draft a letter that would go out to all the 99W businesses, but that the committee could also target specific businesses that might really need the help. This could include inviting them to a committee meeting to present their ideas. Rob said that there is \$15,000 available, and he is expecting an additional \$6,700 from the County in October. The committee should plan to set deadlines and other parameters for the project. Joe said that Lake Oswego did a similar project, and found that many businesses did not know what improvements to make. Lake Oswego hired a designer/architect to do mock ups on building facades. Joe agreed to find out how much this cost.

Molly gave a report on the web site, social media and tourism kiosk next. She said that the web site is averaging 1,300 page views per month. The average audience size has increased from 341 unique visitors in March to 568 unique visitors in June. She said that the majority (60% of visitors are coming to the web site from Google searches, 18% are coming direct or from social media links, and 12% from the City of Dundee site).

Next, Joe gave his updated on the West End and Inn at Red Hills. He said the garden property adjacent to the West End building is still for sale and that there has been interest in it. He said that they are experiencing a record summer for hotel booking and agreed to distribute walking maps at the building. Joe said that other wine regions have a tourism app for mobile devices to help tourists plan their stay. Joe said that something similar would be helpful to visitors of Oregon, or the Willamette Valley. Cathy said that the Oregon Wine Board had an app at one time. Joe said he would find some examples that the committee could check out.

Cathy gave her update on the Dundee Hills Wine Growers Association. She said that the Fueled by Fine Wine event is coming up and that there will be a record number of wineries pouring at the finish area. The pick up party is at Erath Winery and that the booklets will be included in participant bags as they were last year. Cathy said Oregon Pinot Camp is also coming up as well as IPNC. So it is a very busy time in the Dundee Hills.

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

Ted Crawford, Chair

Dundee Business Façade and Exterior Improvements Program

Business and property owners located in the Highway 99W corridor (see attached map) can apply for funding through the Dundee Business Façade and Exterior Improvements Program for the following eligible projects:

- Awnings/Canopies
- Exterior Lighting and Painting
- Windows/Storefronts
- Sign Code Compliance
- Parking/Access Resurfacing
- Landscaping
- Bike and Pedestrian Amenities

Program Information:

- Exterior renovation grants up to \$2,500
- Loans are available in amounts up to \$5,000
- Applications may combine grant and loan funds
- 50/50 match and reimbursement required for grants
- Work must be approved prior to commencement
- All necessary permits must be obtained before work begins
- Projects must be completed and approved before grant money is disbursed
- Funds are dependent upon availability

Program Requirements:

- Projects assisted by this program are to be rehabilitation and renovation projects located in commercial zones showing significant improvement to the property and must be compatible with the Dundee Development Code design standards.
- Grant and loan funds are limited to improvement to the building or improvements attached to the property.
- Loans are available to property owners and are secured by a Trust Deed in the amount of the loan.
- Grant and loan funds may be used for materials and services provided by licensed contractors. The applicant needs to provide at least three bids for every aspect of work greater than \$2,500.

- Projects shall be completed within one year of approval in order to be eligible for reimbursement. The City may grant one 6 month extension for work to be completed under this program. The applicant must submit a written request for the extension and provide justification for the City Council's consideration.
- Loans shall be advanced on a monthly basis in proportion to the amount of work completed and the percentage of the project financed with a loan.
- Grants provide for a single payment after receipts are provided and all work is completed.

Application Procedures:

- Prior to making application, the applicant will meet with staff to discuss proposed improvement plans to determine consistency with the program. Application materials and submittal requirements will also be explained.
- Upon submittal, and the availability of funds, the application will be evaluated and it will be determined if all the necessary information has been submitted. The applicant will be notified of any deficiencies in the submittal.
- The open period for submitting applications shall be the 30 days prior to February 1, June 1 and October 1.
- The Dundee Tourism Committee will meet to review the application and recommend to the Dundee City Council whether to approve the proposal as submitted, deny the proposal or make recommendations for alterations to the proposed work plan. If more than one application is under consideration and there are not sufficient program funds available, the Tourism Committee may rank the applications and/or recommend a reduction to a request for program funds.
- The City Council shall review the application and consider the Tourism Committee's recommendations at a regularly scheduled meeting.
- The applicant shall be notified of the meeting and advised of the City Council's decision in writing.
- Upon approval by the City Council, the applicant will enter into an agreement with the City of Dundee for the proposed improvements.
- Upon conclusion of the project, the applicant shall request an inspection of the completed project and present documentation acceptable to the City, showing that all work was completed as per the agreement.
- Successful applicants may not reapply for a new grant or loan within two years of the completion date of the approved project.

City of Dundee

Business Façade and Exterior Improvements

Grant and Loan Program Application

Applicant

Name: _____

Mailing Address: _____

Phone: _____ E-mail: _____

Property to be Rehabilitated

Business Name: _____

Street Address: _____

Tax Map/Lot Number: _____

Property Owner

Name: _____

Mailing Address: _____

Phone: _____ E-mail: _____

Project Description

Give a brief description of the overall proposed improvements and need for the improvements – attach photos, plans, or other any other documentation that support your request for funds.

Budget/Funding Request

Project Budget – describe major work elements of eligible costs:

- 1. _____ \$ _____
- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____
- 5. Total Project Costs (add lines 1 through 4) \$ _____

Grant/Loan Funding Request

- 6. Grant Amount Requested (Max. \$2,500 or 50% of line 5) \$ _____
- 7. Grant Match (equal to grant request) \$ _____
- 8. Total Grant and Match Amounts (add lines 6 and 7) \$ _____
- 9. Project Cost net of Grant (line 5 minus line 8) \$ _____
- 10. Loan Amount Requested (Max. \$5,000 or line 9) \$ _____
- 11. Project Cost net of Grant and Loan (line 9 minus line 10) \$ _____

CERTIFICATION BY APPLICANT

The applicant certifies that all information provided in this application is true and complete to the best of the applicant’s knowledge and belief. If the applicant is not the owner of the property to be rehabilitated, or if the applicant is an organization rather than an individual, the applicant certifies that he/she has the authority to sign and enter into an agreement to perform the proposed work described in this application. Evidence of this authority must be attached.

Applicant’s Signature

Date

Return Application To:
Dundee Tourism Committee
Attn: City Administrator
P O Box 220
620 SW Fifth Street
Dundee, OR 97115

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







