

## **Meeting of the Tourism Committee September 21, 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, Sheryl Kelsh, Myrna Miller, Nancy Ponzi, and Jennifer Sitter. Also present were Rob Daykin and Molly Bailey.

The minutes from the previous meeting, August 10, 2015 were reviewed and approved.

Ted and Myrna shared said that they visited several downtown Dundee businesses to discuss with them the façade program, including: City Center Market, Dundee Garden Art, D&S Market and Lumpy's Tavern. Ted said that all expressed an interest in the façade program. The group discussed the fact that the two convenience stores would instantly have an impact visually. Things that could be done to improve the overall appearance include an enclosure around the garbage cans next to City Center Market next to Tina's Restaurant. Ted said that D&S Market is working on getting funds together for removing their lead paint in the exterior.

The committee agreed that it would be beneficial to create a pallet of colors and exterior looks that would serve as a suggestion to existing and new businesses. The committee will invite the architect that Joe Buck and Rob Daykin have been in contact with to the October 19<sup>th</sup> meeting if possible, to get a few suggestions, and then have the architect get drawings done with the owners. Ted suggested reaching out to the University of Oregon architect program about possibly working together.

Rob gave an update on the budget for the committee. The committee discussed the "Fish hook" and welcome sign or rest area at that end of town following the completion of the Bypass. Rob said that sidewalk improvements is out to bid right now, and that phase 1 would be go from 12<sup>th</sup> to 3<sup>rd</sup> street and would go out to bid before Thanksgiving.

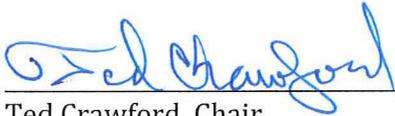
The committee discussed possibly working with Sheryl on collaborating on a few advertising buys as well as possibly employing someone to help implement some of the ideas that the committee chooses to pursue, including grant opportunities. Sheryl says she plans to hire someone soon to do similar activities for the Chamber. The committee discussed first having an established marketing plan and collateral that can be used for such initiatives. The marketing subcommittee will put together an RFP for an agency to create a campaign within the parameters that the committee sets forth. Rob will send Joe examples of RFPs the organization has put together before for the subcommittee to review.

Next, Molly gave web site updates. She said that August saw an increase in page views and visits from each of the previous months. This continues the pattern of growth for the site. There were nearly 2,000 page views, 856 visits and an estimated

audience size of 749 for the month of August. The largest referrers to the site last month were Google, Oregonwinecountry.org, the City of Dundee's site, and a handful of others. The most popular content is the About Dundee page, the Wineries page (which Molly will update with an alphabetical list of wineries nearby), followed by lodging and events. The social media outlets are also seeing a slow steady growth as well. Molly asks the committee to send her any events that they know about that she can add to the online calendar.

Joe said that he is still trying to lease the bank space in the West End building. Nancy said that the Dapper Frog has extended their lease, but she is looking for a new tenant in their building. Jennifer suggested that they reach out to Doug Rux who is a new economic development specialist for Newberg who may have some helpful information and statistics for recruiting businesses to Dundee.

The Dundee Tourism Committee meeting was adjourned at 11:19a



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Ted Crawford, Chair