

Agenda - Dundee Tourism Committee

Date: Monday, September 21, 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 / Myrna	25
Action:		
2. Budget update	Rob	5
Action:		
3. Current/Future Marketing Initiatives	Ted	10
Action:		
4. Website – Tourism Kiosk – Events update	Molly	5
Action:		
5. West End & Inn at Red Hills Update	Joe Buck	5
Action:		
6. Dundee Wine Growers Assoc Update	Cathy Martin	5
Action:		

City of Dundee

Business Façade Improvements Program

The City of Dundee is offering matching grants up to \$5,000 to businesses located in the Highway 99W corridor for projects that improved the appearance of the facades, the street-facing exteriors of a commercial building. The purpose of the program is to encourage investment into Dundee businesses that promotes a more attractive and inviting appearance to customers, visitors and residents, and that will increase the economic vitality of the community. Examples of eligible projects include the following:

- Installation of New Awnings/Canopies
- Painting of Exterior Elements
- Exterior Siding Repair or Replacement
- New Exterior Lighting
- Replacement of Storefront Windows
- Sign Code Compliance
- Landscaping
- Bike and Pedestrian Amenities

Program Information:

- Applications are reviewed by the Dundee Tourism Committee
- 50/50 match and reimbursement required for grants up to \$5,000
- 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

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 funds are limited to improvement to the building or improvements attached to the property.
- Grant funds may be used for materials and services provided by licensed contractors.
- Projects shall be completed within six months of approval.
- 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 the Tourism Committee and/or talk with a Committee member to discuss their interest in participating in the program.
- The Tourism Committee will select projects for further review and may hire an architect to provide sample renderings and drawings for consideration with an application. There is no charge to the applicant for this work, even if no application is submitted.
- 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. If the applicant is not the owner of the property, then the property owner will have to agree to the proposed improvements.
- 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.

Next Steps

This program is being funded with grants from Waste Management and Yamhill County Economic Development Program. Funds are limited through and may not be available after June 30, 2016. If interested, please contact:

Rob Daykin, City Administrator

(503) 538-3922 Ext. 103

Email: rob.daykin@dundeecity.org

Meeting of the Tourism Committee August 10, 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, Nancy Ponzi, and Jennifer Sitter. Also present were Rob Daykin and Molly Bailey.

The minutes from the previous meeting, June 29, 2015 were reviewed and approved.

Rob briefed the group on façade improvement program. He said that the Dundee Tourism Committee is to make recommendations to the City Council for projects to fund. The façade improvement program received funds from Yamhill County to expand on economic development. Then additional funding was applied for bringing the total to about \$23,000. The current parameters are that the project shouldn't exceed \$5,000 with a max grant amount of \$2,500 (50% match). There is also an opportunity for candidates to get a loan up to \$5,000. So the total for the project could essentially be \$10,000. The committee discussed the grant amount and a few members suggested increasing the offer to at least \$5,000 with a 50% match.

Joe said that the City of Lake Oswego did a similar program, with more funding, and that the City paid an architect to create design ideas for candidates.

The committee discussed potential candidates including the two convenience stores, Lumpy's Tavern, and La Sierra Restaurant. The committee agreed to have Rob develop a fact-sheet or leave behind letter and then have Ted and possibly other members of the committee go and approach members. The group talked about going on a field trip for the previously scheduled August meeting - August 31st.

Molly gave a report on the kiosk, web site usage and social media. She said that the web site is continuing to see growth in unique visitors and an average of 2,000 page views per week. She said that about 32% of users are visiting the site on a mobile device and likely when they are in route to the area or looking for more to do while here. The largest referrer is Google with keywords such as "Dundee, Oregon" and "Oregon wineries." Most recently there was a boost in visitors from the Oregon Wine Country Half Marathon web site since their event had recently taken place. About Dundee and Wineries are the two top-visited pages within the site.

The committee talked about the tourism video project. Val said she would try to contact the videographer to get a better idea of what the video is going to be about. The group discussed whether it would be worth it to pay the videographer add elements and create a separate tourism video from the DHWGA video. The group agreed that it might be better to just help promote the video that the DHWGA creates for now. Val will look into the scope of the video and report back.

Jennifer said that the City of Newberg is in the running for one of the nation's best communities and that the candidates all created videos. She said one in particular was really great, and she thinks it was for the Wenatchee tourism.

Joe gave his report on the West End. He said that the electric vehicle charging stations are being installed this week. He also said that the hotel has been the busiest it has been, in spite of construction.

Nancy reported that the once Ponzi tasting room is now the Dundee Bistro Bubble Bar. The full-service bar will serve as the bar for the Dundee Bistro as well as offer a range of sparkling wines and champagne, small bites, and cocktails. She said that there will be an open house in September.

Meeting adjourned – 11:18 a.m.

Ted Crawford, Chair