

**Meeting of the Tourism Committee
October 19, 2015**

Committee Chair, Ted Crawford called the meeting to order at 10:00 a.m. at Dundee City Hall. Members present included: Ted Crawford, Valerie Cutz, Nancy Ponzi, Sheryl Kelsh, Myrna Miller and Jennifer Sitter. Also present were Rob Daykin, Ralph Tahran and Kathy Martin

Minutes were approved from the September meeting.

An Architect introduced to the Committee, Ralph Tahran, presented information on façade improvement programs he worked with for the Cities of Sandy and Lake Oswego. Ralph has worked with Carlton and is now working with Lafayette.

Façade improvements in Sandy

- 99% paid for by the City via urban renewal \$'s
- 38 building were improved

Façade improvements in Lake Oswego

- Driven by City Planner and Econ. Development
- Originally a 50%/50% between City and owner
- Changed to 80%/20% to increase participation
- Using urban renewal \$'s to fund City's 80% portion
- Looked for sites that were developer / long time owned
- Looked for sites that could boost areas around them
- Established a priority list
 - o 8 pilot programs selected

Ralph Tahran showed the committee illustrations of façade improvements around State Street and other areas near State Street in Lake Oswego.

According to Ralph, a façade improvement program is not about doing maintenance type projects to a building, it is about improving the appearance. If maintenance is needed – then do the maintenance before spending \$'s on façade improvements.

Rob Daykin and Ted Crawford asked Ralph to wait around for the end of the meeting to go and quickly look at four sites in Dundee identified as potential candidates for façade improvements. Ralph agreed to wait around.

Briefly discussed co-marketing Deck the Hills

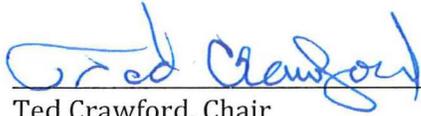
Briefly discussed RFD for a marketing campaign – will discuss more in November's meeting.

Briefly discussed Banner Policy. We discuss further in future meetings.

Brief update from Dundee Wine Growers Assoc.

- Deck the Hills kicks off in November
- Will make a possible request for Deck the Hills Banners by November's meeting.

The Dundee Tourism Committee meeting was adjourned at 11:10a



Ted Crawford, Chair