

Meeting of the Tourism Committee November 17, 2014

Chair David Russ called the meeting to order at 10:00 am at Dundee City Hall. Members Present: Joe Buck, Myrna Miller, Nancy Ponzi, David Russ, and Jennifer Sitter. Also in attendance were: Ted Crawford, Mayor, Rob Daykin, City Administrator and Molly Bailey.

Molly gave a preview of newsletter that would be released the following week. The committee suggested additional events and stories for the newsletter including the Holiday Food and Craft Bazaar at the Dundee Community Center.

The committee discussed the marketing budget with relation to new street banners. David said that the committee has \$5,400 for the street banners and printed marketing materials

Jennifer presented her findings regarding street banners. She explained that the rods can hold 30" wide and any height. The bottom of the banner on a PGE pole is 14' off the ground. Jennifer said double sided, 60"x30" vinyl would be \$54.50 per banner for a quantity of 24 from Nate at Rendered.

Rob said that the new poles will be able to hold the same size banner, but they might be able to sit lower. He didn't have the exact size of the pole at the time of the meeting. Rob said that the installation of the new poles will depend on the street paving and sidewalk installation.

The committee discussed starting with a set of branded welcome banners and then mixing in new banners and other themes, possibly sponsored by different local groups and organizations. Jennifer suggested potentially doing a Welcome Runners banner in the summer for the running events hosted in the area. The committee gave Jennifer the go ahead to start getting design for welcome and holiday banners.

Rob presented the inquiry of extra work on City staff for installation and removal of banners. It was decided to see how it goes and how much work it is for them.

Then the committee discussed print marketing materials. It was decided to switch the one-sheet map into a bi-fold brochure that would be more prominent among other print materials. The committee also discussed creating a tri-fold brochure that would include a postcard that could be torn out and sent. Jennifer estimated \$300 to redesign the bi-fold map and \$500 to design the postcard brochure. Jennifer said that with design and printing, the cost would be around \$1,800. She will distribute design ideas via email for approval by the committee.

Additional budgeted items were discussed. Rob said that there is \$10,000 set aside for identity enhancements (\$5,000 was for 5th street improvements) and the other \$5,000 for sign improvements. There has been \$2,900 spent on sign improvements

and that is done, so there is \$2,000 left in that category. The marketing budget is set at \$5,000 and only a small amount has been spent so far. There is also \$5,000 set aside for a second kiosk.

The committee discussed improving the Dundee section at the Chehalem Chamber of Commerce and the marketing committee plans to meet with Cheryl when she returns from out of town. Joe brought up the fact that we should be in their email blasts and on their web site for the Chamber.

Cathy was not in attendance, but sent an email with an update on wine growers association. She said they are promoting their Deck the Hills, Dec. 6 event at Argyle as well as a digital holiday catalog of wineries on Facebook, and the accompanying food drive.

Then Joe gave the update on the West End. Joe talked about the opportunity for outdoor advertising in the budget next year. He then discussed the hotel tax vote coming up. Joe said he would like the sales tax for the City of Dundee to increase to 9% like Newberg instead of 10%. He said McMinnville is 8%. Joe asked the committee to support his request and recommend it to the city council.

Myrna made a motion to recommend to city council to only increase the transient room tax to 9% with the possibility of reevaluating at the completion of the streetscape project. The motion was moved to send a recommendation to the City Council meeting.

Joe also said that the blue tourism signs and now being limited as space is filling up. He said that new businesses could not get a blue sign. He said there are two wineries on the waitlist at the West End that can't get in. Nancy told Joe to call her daughter Maria about it. Nancy says they reconfigured the signs at Hwy 240 and perhaps they could do something similar.

It was discussed that since there are 12 tasting rooms in Dundee so we could possibly get a big one pointing downtown at some point.

Joe also said that there is a new tasting room at the West End and it will likely open in the spring. Joe also said that if anyone has parking issues for an event or something they are welcome to park at the West End.

Rob said the City is going to engage Bryan Stewart on some landscaping ideas. The idea is on the right hand side where there is a park strip, and an easement. There is potential to do some improvement around that corner. He said we have the money from Yamhill County, we just need to decide on a plan. He said we do not have a plot plan yet, but will ask the City engineer to look into getting some sort of sketch or something to start the discussion and planning.

The next meeting will be Dec. 15 at 10 a.m.

That concludes this meeting of the Dundee Tourism Committee.



David Russ, Chair