

Meeting of the Tourism Committee November 23, 2015

Committee Chair, Ted Crawford called the meeting to order at 10:00 a.m. at Dundee City Hall. Members present included: Joe Buck, Ted Crawford, Valerie Cutz, and Nancy Ponzi. Also present were Molly Bailey, Rob Daykin, and Cathy Martin.

There were no minutes from the previous meeting to review.

Val talked about the street banner policies and procedures. The committee agreed this information would be helpful to have in place soon, and available on the web site. Val distributed a sample application she developed and the committee discussed a timeline. The applicant would need to conform to all ODOT guidelines, and allow two months to have their application reviewed and banners installed. If a banner street application was approved, the committee agreed that it should be stated that it would remain up for a minimum of three weeks, and that placement could extend based on availability. The committee agreed that the applicant could get their banners made anywhere, but they must meet the size (30"x48") and quality requirements of the committee. A recommended vendor could be listed on the web site as well.

Rob said that the new street light poles would accommodate the current banners, but will only have one per pole, instead of one on both the sidewalk and street side of the pole. However, Rob also said that there would be nearly twice as many poles with an estimated installation of 2017.

Rob discussed the installation options for the banners. He said there are limiting factors that include City staffing and approved installation times set forth by ODOT. The committee discussed the possibility of requiring the applicant to hire an installer, or hiring another local entity such as the Newberg Fire Department or Chehalem Parks and Recreation to install.

Cathy said that as a future applicant, she would find it helpful to be able to know what the windows of availability might be. The committee discussed creating an annual banner schedule with flexible dates of installation and removal of banners. The committee asked to have the holiday banners installed as soon as possible.

Joe discussed the request for proposal (RFP) created by the marketing subcommittee. The RFP would seek bids from experienced marketing firms to create a campaign involving social and digital media. The committee would review bids and select one to create the campaign. The committee would receive digital content (ads, images, gifs, press releases, etc.) as well as a plan to implement (where and how much ad space to purchase, etc.). Then the committee, along with the help of Molly, would follow the directions outlined and implement the campaign.

Joe said that the marketing subcommittee came up with an idea for a campaign that would get visitors to Dundee in the winter and early spring. The campaign would target those within a 100 mile radius and suggest that this is their time to visit "your wine country" when the out-of-state visitors are few.

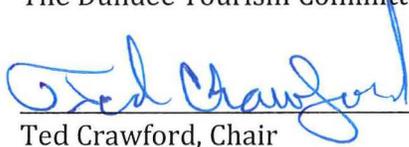
The committee also discussed the budget for the campaign. Rob explained that the City Council's approval is not necessary on expenditures up to \$5,000, but that every reasonable effort should be made to select the best contractor. Contracts of over \$25,000 require three qualified vendors to bid.

Ted briefly discussed the Façade Improvement Grant Program. He said he has been talking to the owner of Dundee Garden Art, and that he has indicated he would like to improve the fence in front of his property. He told Ted that he could do most of the work himself. Consideration of future sidewalk development must be made. Joe said he would contact the architect to see if he would be able to mock up some drawings of possible improvements to the properties interested in the program.

Cathy said that the Dundee Hills AVA is interested in doing Deck the Hills Banners. The Dundee Hills AVA winery banners will come down soon, and then the City's holiday banners will go up. Cathy said she would go ahead and see about having 12 Deck the Hills banners created.

Rob inquired about utilizing some of the tourism dollars for maintenance of the grounds and plants around the entrances of town now and in the future. The committee agreed that it is within the realm and could be discussed further.

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



Ted Crawford, Chair