

## **Meeting of the Tourism Committee December 15, 2014**

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

The minutes from the previous meeting, November 17, 2014 were approved.

Molly gives her marketing and web report. She said that she will work on building a pop-up on the home page of the web site to get visitors to sign up for the email newsletter. She also said that the Facebook giveaways are driving the most views for the Fan page and she will continue to gather prizes from local businesses to offer the giveaways.

David then reported on his meeting with Visiting Media. He said that they are interested in working with more restaurants, hotels and wineries in the Dundee area. He said he would like to do a link exchange. Travel Dundee would include his link on the web site where we list wineries and other businesses that have digital tours on his site. Then on those pages on his site, he would link back to ours. Travel Dundee would not have to pay for anything, but would be expected to endorse their company. That way they could include Travel Dundee Oregon on their list of businesses they work with.

The committee discussed keeping it relatively small on the wineries that have selected to participate in the digital tour (which does cost them money) so that we don't show favorites. The committee also discussed banner ads on the Travel Dundee site. Molly will do some additional research as to what other similar entities require of their advertisers. The committee also discussed having Visiting Media do virtual tours of the paddle launch area as well as restaurants and other facilities in town.

Cathy wasn't in attendance, but Jennifer shared that she is inquiring with Cathy to see if the Dundee AVA has photos that can be used for the postcard/brochure.

The committee discussed putting up a generic street banner style possibly sponsored by the Dundee AVA up in town as soon as the holidays are over. Jennifer said she would email Cheryl to find out if they have interest in doing a generic banner that could stay up at any time of the year. David said that maybe Travel Dundee should purchase 12 "Live Here Play Here" banners and have others fill in the holes. David also suggested using a brighter color on the next design and Jennifer said they will also be more attention grabbing when they are lower on the new poles.

Nancy suggested that changing them out frequently would be a huge benefit and help draw attention to them. The committee discussed the goal of a Welcome

Runners banner and purchase one or two sets a year, until the committee has a nice inventory.

The committee reviewed that the purchase of the recent holiday banners (two designs) and a total of 48 banners cost \$2,232. Rob also said that it took the City's team 2 days to install the banners. Rob said the installation time would vary in the future depending on workload and staffing.

Rob told the committee that for this year's budget they could move the funds allocated to the West End kiosk to more banners for this fiscal year.

Jennifer then shared the bi-fold map that had been created. She also said that there are printable PDF versions of the map as well. Then she said that she is having the designer work on the tri-fold brochure/postcard. The committee discussed the proposed photos and Jennifer said she would get some more options.

Then Rob discussed the grant project. He said that the committee received \$2,500 from Yamhill County and that was matched by \$2,500 with the City of Dundee for landscaping on the corner of 99W and 5<sup>th</sup> Street. He said that this area could include some sort of signage for events, permanent pole holders with removable poles, and possibly a bench. The committee decided that the placement of banners would need to be on the 99W side of the corner. Rob discussed a map he handed out and said that he was waiting for information from ODOT on the type of easement.

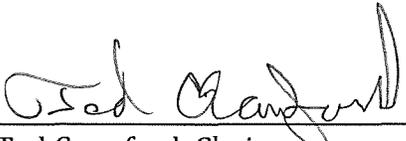
The group discussed possibly getting some organization to sponsor the bench and that it should complement the welcome sign. Myrna said she would inquire with the Early Bird Rotary.

That was the conclusion of the set agenda. David said that the City Council did approve the hotel tax from 7% to 10%. So the city would be moving ahead with implementation after Jan. 1.

Sheryl said that she will be working with Alan Kluge of George Fox University on a project analyzing the current lodging options in Newberg and Dundee, and potential for new properties. Sheryl said she attended the Oregon Destination Marketing Association meeting recently and that Wed- Friday she would be bringing a writer out to Dundee. The journalist is writing a second edition of her "Best Day Trips from Portland" book.

Meeting was adjourned at 11:13 a.m.

That concludes the meeting of the Dundee Tourism Committee.

  
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Ted Crawford, Chair