

## Meeting of the Tourism Committee March 6th, 2019

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at the Dundee City Hall. Members of the committee present: Ted Crawford, Megan Carda, Tracy Smith, Jennifer Sitter, Noel Johnson, Ayla Holstein, and Marque Wright. Also in attendance: Molly Bailey, DNA PDX.

Minutes of the December 19, 2018 Tourism Committee were approved as presented.

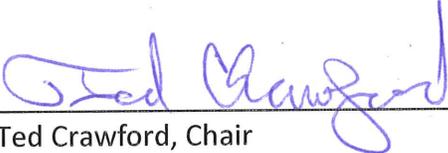
The committee welcomes new member Tracy Smith. Tracy lives in Newberg and is the direct sales manager at Dobbles Family Estate.

Molly gave the social media update. DNA created another 30 & 60 second videos highlighting a local business. This time it was Briar Rose Creamery which garnered more than 4,500 views. DNA reported started to post more heavily on Instagram and Facebook during the weekend based on January reporting success Friday through Sunday. A contest was also done to increase engagement and the prize was a gift card to Babica Hen. There was an increase in followers by 2% on Instagram and 2.3% on Facebook. There was an increase on the unique visitors to the web site of 5.6%.

The committee discussed the Taste Dundee event that is currently looking for a person and/or organization to operate it. The committee agreed to discuss it at the next meeting.

Then the committee discussed the vacation rental policies for the City. Megan presented some of the policies and procedures of other cities. Megan also suggests removing the restriction for vacation rentals that limits them to three-bedroom homes as long as there is also the requirement to have off-street parking for each bedroom. The goal is to avoid too many vacation rentals in town, or pockets of rentals in neighborhoods where visitors are coming and going, and the enforcement of the ordinance.

The meeting was adjourned at 9:55 am.



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Ted Crawford, Chair