

Meeting of the Tourism Committee March 27th, 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, Jennifer Sitter, Noel Johnson, Ayla Holstein, and Marque Wright. Also in attendance: Molly Bailey, DNA PDX and Rob Daykin with the City of Dundee.

Minutes of the March 6, 2019 Tourism Committee were approved as presented.

Molly provided DNA updates. The back to back Behind the Counter series, which included video and still images, went very well. DNA plans to continue sharing local content in the Instagram story feed, focusing on local love. Also, DNA will go back to Dobbles and shoot an event at the Hideaway. Dobbles will connect with DNA. The top post was Dundee Bistro Behind the Counter showing Ryan; 7 comments, 6,783 impressions and 144 likes. In general, there was a 2% growth in followers and average story views was 95.

DNA will plan a second set of Behind the Counter or make it a regular cadence. DNA discussed content and methods to increase views; sharing, tagging and adding hashtags. Molly suggested a series featuring the consumers on "the other side of the counter."

The committee discussed the "Wake Up in Wine Country" call to action, showing a variety of activities. Quick 15 second fun social ad. Hot air balloon launch, etc. Maybe create a menu where people can pick and choose for a personal experience.

The budget was discussed regarding marketing funds. Shift to next year for marketing proposed budget as part of the wake up in wine country campaign paid for by grant and city. Phase one of DNA projects will be complete June 30th. Next phase will take place after July 1st, so some funds will be shifted over to next year for next phase.

Committee revisited topic of vacation rentals and associated regulations that might lead to unintended outcomes. For example, Homeowners obtaining a permit as a means to prevent vacation rentals in close proximity to their home.

The Committee will prepare a two-part memo to bring to City Council with proposed changes in regulation of land use and lodging room taxes for vacation rentals.

Discussion continued on the Budget for next year. Tax revenue is less than anticipated in the current fiscal year due to the remodel of the Inn at Red Hills, however, is expected to increase substantially following completion of the remodel. Future uses of funds include banners for the new street light poles, an information Kiosk, and landscape projects along the highway. The City is still working toward goal of undergrounding the overhead wires and removal of the Frontier Communications poles. Completion of the sidewalk/streetscape improvements and paving by ODOT will take place in 2020.

Taste Dundee summary. Event began as grassroots; no ownership and mostly volunteers. The event and related assets were handed off to the Chamber. The Chamber no longer wants to oversee this event and the Committee is considering taking it over. The conditions of a transition to the Tourism Committee were discussed, including whether to participate in a 2019 event and if so how to go forward or take a gap year.

The Committee agreed to not fund the 2019 event due to the short time frame. The Committee wants to take a gap year and take ownership of the event with a thoughtful plan going forward and creating an event in 2020 that will meet the Committee's goals.

The cost of putting on this event is uncertain. The Committee will submit a supplemental budget to the approved budget. Event costs and fees can be determined in October 2019. Revenue will likely cover the cost.

The meeting was adjourned at 9:55 am.



Ted Crawford, Chair