

Agenda - Dundee Tourism Committee

Date: Wednesday, March 27, 2019 Start: 8:30 am

Attendance: Chair Ted Crawford ____, Joe Buck ____, Megan Carda ____, Ayla Holstein ____, Nancy Ponzi ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Tracy Smith ____.

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. DNA PDX Update	Molly	5
Action:		
1. Wake Up in Wine Country Update	Molly/Ted	5
Action:		
2. Vacation Rental Ord. Update Memo	Ted/Megan	5
Action:		
3. 2019/2020 Tourism Budget	Rob/Ted	15
Action:		
4. Taste Dundee	Ayla/Tracy	30
Action:		
5. Updates from the area	All	5
Action:		

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.

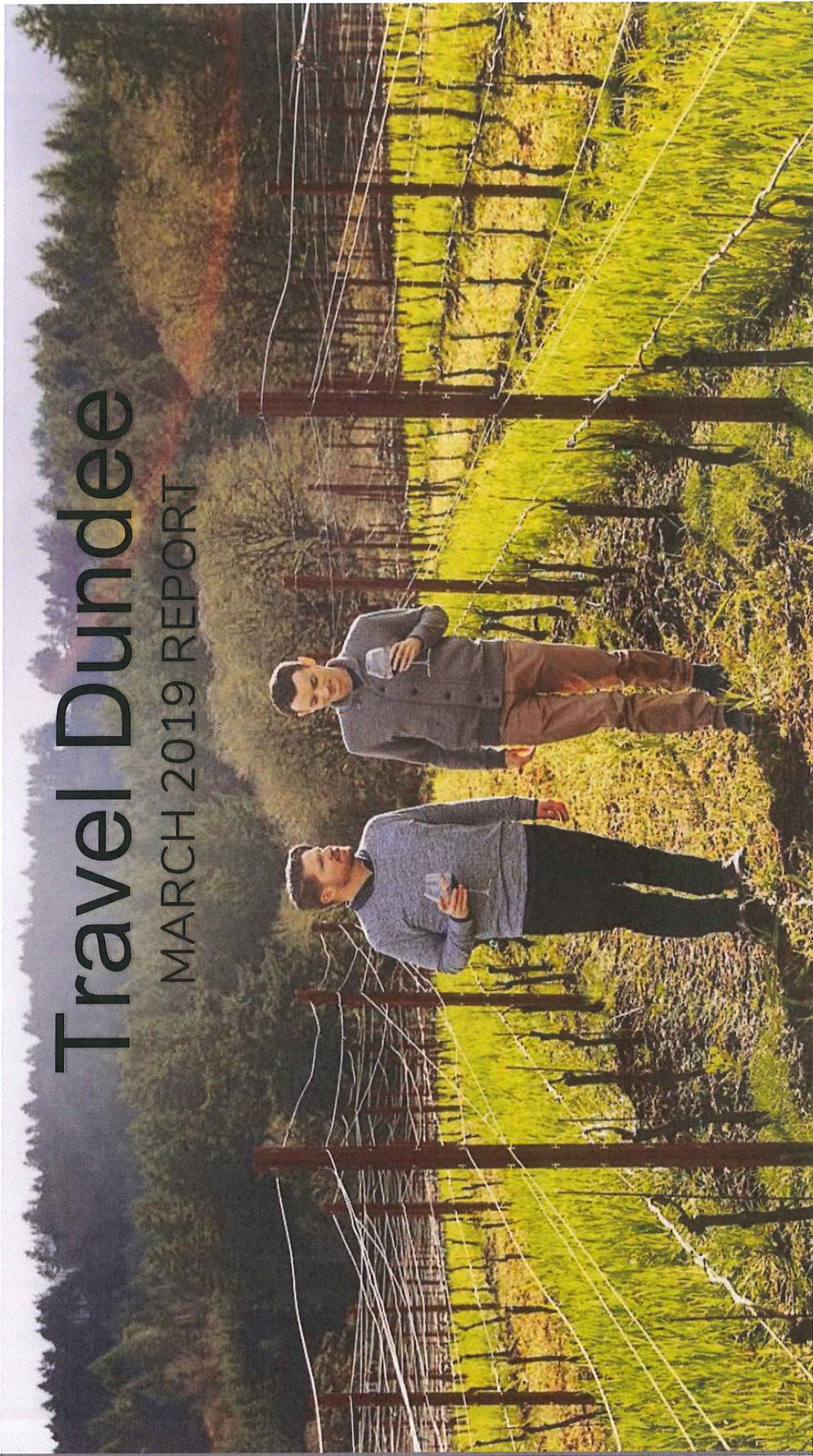
Then the committee discussed the vacation rental policies for the City. Megan presented some of the policies and procedures of other cities. Megan also suggests removing the restriction for vacation rentals that limits them to three-bedroom homes as long as there is also the requirement to have off-street 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.

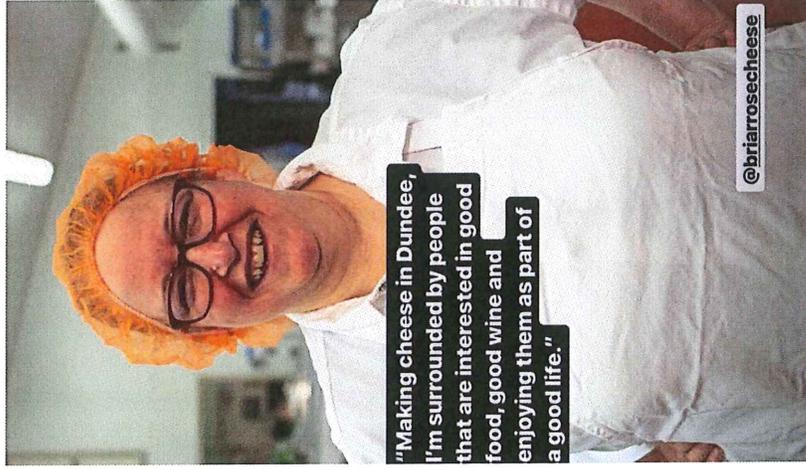
Ted Crawford, Chair

Travel Dundee

MARCH 2019 REPORT



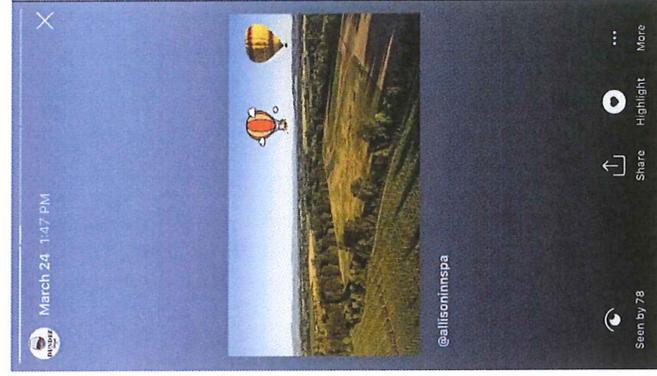
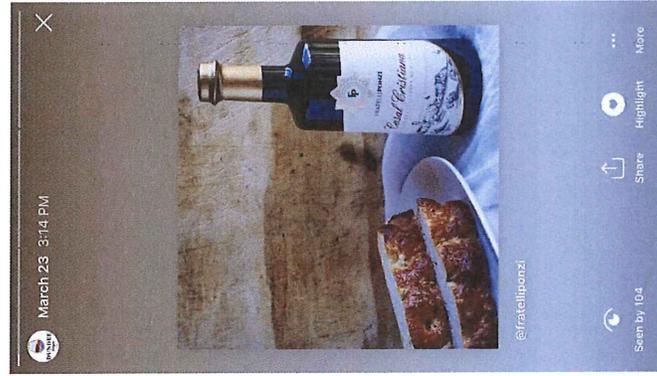
FOLLOW-UPS TO FEBRUARY ACTION ITEMS



- 1) **Tested back-to-back posting in a series called Behind the Counter. Published the content over 5 days and boosted it with paid media.**
 - **Win:** We achieved a steady growth of followers and started seeing more content tagged with #traveldundee, meaning the word is spreading through the local community.

- 2) **Continued consistently re-sharing local content and engaging with our audience.**
 - **Win:** Garnered multiple replies to the stories as well as people following us after they'd seen the story. Furthermore, a few local business are now direct messaging us asking us to re-share.

COMMUNITY ENGAGEMENT



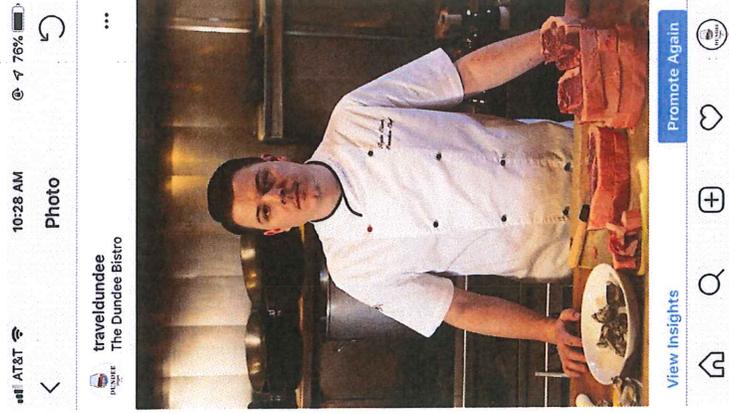
INSTAGRAM

THE NUMBERS

- Follower Growth:
 - +2% from February
- Updated Average Story Views:
 - 95 people
- Updated Average In-Feed Likes:
 - 75 people

THE INSIGHTS

- Our introduction to the Behind the Counter series performed very well. Partially because it's a strong, eye-catching shot as well as being supported by storytelling/intriguing copy.



Top Still:
Likes: 144

(+50 from February top post)

Comments: 7

Saves: 2

Impressions: 6,783

(+6,074 from February post)

Behind the Counter: Ryan Clark @thelundeebistro. Stay tuned for our Behind the Counter series where we catch up with the people behind the counter at some of our favorite spots.



INSTAGRAM

Top Video:

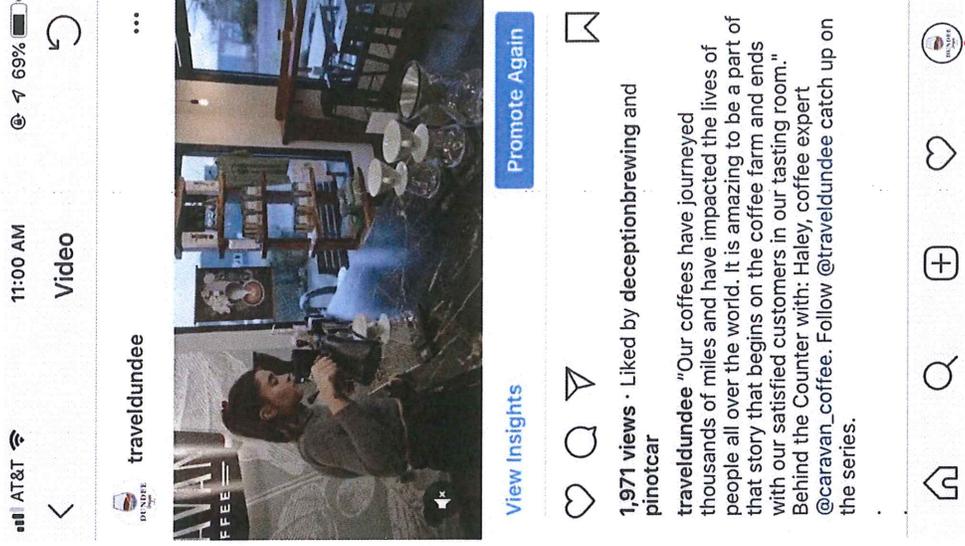
Views: 1,971

Comments: 7

Impressions: 9,046

THE INSIGHTS

- Out of the other videos, this content had the strongest performance. Reasoning could be due to audience interest in coffee and is a topic for us to continue to promote.



FACEBOOK

THE NUMBERS

Page Growth:

- +3% from February

Post Engagements:

- +84% from February

THE INSIGHTS

- Erich's feature performed well on Facebook, likely because our audience is older and passionate about winemakers.



Travel Dundee Oregon is at Day Wines.
Published by Travel Dundee Oregon [?] · March 6 at 8:20 AM · Dundee · 🌐

"I love when people come in and they enjoy something that I had a part in making. We get to connect as people, and they leave feeling engaged in the process and in the area's unique terroir." Behind the Counter with: Erich Berg, assistant winemaker at Day Wines. #behindthecounterseries

00:11

Top Post:
Reach: 1,173K
Engagements: 62

ACTION ITEMS

1. Continue to work on getting @traveldundee content shared on @traveloregon through networking/researching their content calendar to further expand our reach.
2. Maintain consistent community engagement strategy.
3. Shoot the Drive to Dundee content and schedule it out across 3-5 days to further test our cadence.
4. Pinpoint events for the crew to attend and capture live video/stills to promote is on the day of.
5. Tie in Travel Dundee campaign with Wake up in Wine Country Campaign

Annual Taste Dundee Event Terms Sheet | January 2019

Background

Taste Dundee is an annual Oregon Wine Month celebration hosted by volunteers in the Dundee wine industry. Taste Dundee brings the community together by showcasing 15 to 30 local wineries, 2 to 6 local restaurants, one band, and one artist with the intent of promoting Dundee-centric wineries and restaurants, supporting tourism, and increasing consumer connections. For the first 2 years, local wineries organized the event. Then, recognizing the need for an organization with more operational capacity, the Chehalem Valley Chamber of Commerce (CVCC) took over the event.

For the first 2 years, Taste Dundee was a shared-winery tasting event (with bottle sales) organized by local wine industry volunteers. Without a sponsor organization, the event was about to fold after the second year. Then CVCC took over the event in 2017 – enhancing the event with the addition of VIP hour. In 2018, a conscious decision was made to increase the ticket price and upgrade the customer demographic.

Recent changes to CVCC's priorities require shifting its resources to regional business connectivity rather than focusing on promoting tourism. Plus, the Chamber and participating wineries believe the event would be better served under the direction of a winery or tourism association who could better access local knowledge and utilize wine-centric resources.

Opportunity

Taste Dundee needs a new host/sponsor organization. The event is easy to staff given that its participants, wineries and tasting rooms, are used to planning and producing off-premise winetasting/sales events. The host organization responsibilities will be primarily associated with overall planning/coordination, vendor contracts and payments, and providing operational support such as accounting. The event volunteers and CVCC will readily share insights from committee discussions regarding the decisions made from year-to-year to help direct future decisions.

Terms

CVCC is asking for a transition fee of \$4,000 in order to recover the hard costs of assets. The pricing is below market value, in order to promote community growth and collaborative partnerships.

Financials

2015 – Chamber did not sponsor – industry volunteers organized the event

2016 – Chamber did not sponsor – industry volunteers organized the event

2017 – Chamber sponsored

- Cost: \$29,150 | Income: \$38,196 | Profit: \$9,046

2018 – Chamber sponsored

- Cost: \$21,392 | Income: \$24,254 | Profit: \$2,862 (Note: Attendance was lower due to changes in target demographic marketing and price.)

Details/Metrics:

2015 – Chamber did not sponsor – industry volunteers organized the event

- Location: Chapter 24 Winery
- Attendance: approximately 364
- Ticket price:
 - General Admission - \$20 door, \$10 for club members
 - Number of participating wineries: 20
- Wine sold (bottles): \$9,662

2016 – Chamber did not sponsor – industry volunteers organized the event

- Location: Dobbles Family Estate Winery
- Attendance: approximately 450
- Ticket price:
 - General Admission - \$20 advance, \$30 door
 - Number of participating wineries: 25

2017 – Chamber sponsored

- Location: Dundee Billick park
- Attendance: approximately 450
- Online ticket sales: 377
- Ticket price:
 - General Admission - \$30 advance, \$40 door
 - VIP - \$50
- Wine sold (bottles): \$14,000
- Number of participating wineries: 25

2018 – Chamber sponsored

- Location: Dobbles Family Estate Winery
- Attendance: approximately 250
- Online ticket sales: 192
- Ticket price:
 - General Admission - \$50 advance, \$60 door
 - VIP - \$80
- Wine sold (bottles): \$7,000
- Number of participating wineries: 20

Assets & Materials

- Reusable signage (value \$1,463.95)
 - Large vertical banners for 99W (2 stored with City of Dundee)
 - Large horizontal banner for north side of Dundee (1)
 - Past sponsors (various)
 - Past winery and food vendors (various)
 - Entry and exit signage
 - Photobooth signage
 - Regulatory signage
- GoVino plastic wine glasses (432 / value \$1354.20)
- & VIP burgundy wines glasses (60 / value \$162)
- 6-bottle carry bags (200 / value \$438)

- TD wristbands (100)
- Social Media – Facebook, Twitter, Instagram
- Taste Dundee website and domain name (tastedundee.com)
 - Note: acquiring organization will need to take over hosting and domain name registration fees
- Digital marketing materials
- Contacts of previous sponsors
- Contacts of previous participants
- Contacts of previous advertising platforms
- Previous year's budget and checklist
- Event photos of past years
- Marketing plan
- Other planning and coordination documents such as meeting notes, planograms, etc.