

Meeting of the Tourism Committee April 24, 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, Ayla Holstein, Jennifer Sitter, Noel Johnson, and Tracy Smith. Also in attendance: Cathy Martin of the Dundee Hills Wine Growers Association.

Minutes of the March 27, 2019 Tourism Committee were approved as presented.

Taste Dundee update: Tracy reported that the Chamber offered to sell the event to the Tourism Committee for \$1,500. The Committee discussed the matter and decided it would be best to wait until they have more information regarding Visit Newberg and plans going forward with this new partnership. The committee decided to table any decisions and place the matter on the August or September meeting agenda.

Rob provided a short update regarding the sidewalk, crosswalk, street lighting improvements and that ODOT was currently negotiating with businesses. Anticipation of major disruptions in traffic flow while improvements are underway due to the highway needing to be ripped up during construction.

The Oregon International Airshow is considering relocation from Hillsboro to McMinnville. The Committee discussed the impact to McMinnville and surrounding cities relative to influx of people to the area, revenue generation and increased need for safety services, etc.

Vacation Rental update: The committee discussed rules around max number of bedrooms, parking, distance between rentals and required tax contributions. Committee also discussed challenges around ensuring compliance of rules.

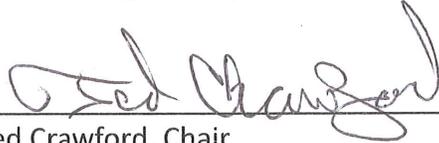
Rob suggested the Committee present their concerns along with possible solutions (including the pros and cons) and let the City Council provide direction. Megan will continue to work on the presentation for the City.

Committee discussed the appointment of Leslie Caldwell as the new Executive Director of Visit Newberg. She lives in Carlton and has worked as a sales manager at the Benson. The Committee will review her resume and five-year action plan prior to the meeting at noon today.

She has a lot of contacts in the Portland area. Management, Director and budget experience. The committee discussed the importance of maintaining creative marketing.

Cathy mentioned that there was an article in the SFGate about the unique experience offered by the Dundee Hills Winegrowers Association. It was very well done and included photos and a video.

The meeting was adjourned at 9:40 am.

A handwritten signature in cursive script, appearing to read "Ted Crawford", written over a horizontal line.

Ted Crawford, Chair