

# Agenda - Dundee Tourism Committee

Date: Wednesday, May 22, 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><b>Agenda Items</b></i>	<i><b>Presenter</b></i>	<i><b>Time allotted</b></i>
1. DNA PDX Update	Molly	10
<b>Action:</b>		
2. Vacation Rental Ord. Update Memo	Ted/Megan	5
<b>Action:</b>		
3. New Visit Newberg E.D.	Megan/Leslie?	10-15
<b>Action:</b>		
4. Taste Dundee Event Coordinator Search	Tracy/Ayla	5
<b>Action:</b>		
5. Dundee Community Center Parking Lot	Ted/Rob	10
<b>Action:</b>		
6. Updates from the area	All	10
<b>Action:</b>		

## **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.



**DUNDEE**  
*Oregon*

# TRAVEL DUNDEE

SOCIAL MEDIA 1-MONTH RECAP

A comprehensive summary of social media achievements  
from April 22, 2019 - May 21, 2019.

# THE NUMBERS

## WHERE WE STARTED:

### **WEEK 1:**

week of April 22, 2019

Followers	1,466
Profile visits	75
Website clicks	0
Reach	6,013
Impressions	9,202

# THE NUMBERS

WHERE WE ARE NOW:

## WEEK 4:

week of May 21, 2019

Followers	1,632
Profile visits	106
Website clicks	1
Reach	6,296
Impressions	10,758

# THE INTENT

Strategic goals for the Travel Dundee account:

Create unique and relevant content about Dundee interest points.

Drive traffic to Dundee.

Build a presence online that is hospitable, welcoming and warm.

Boost engagement on the account - more followers, comments, etc.

Build brand awareness.

## HERE IS HOW WE ARE DOING...

# THE RESULTS

## BRAND AWARENESS:

Boosting brand awareness is something that can be measured in social media metrics such as followers, profile visits, reach and impressions. Travel Dundee has seen large increases across all social media metrics in the last 4 weeks:

**+166  
followers!  
(11.3%)**

The average brand sees growth around 6-8% month over month, so you are far **above the average**. This is likely due to your Oregon Wine Month giveaways and increase in great content. You have tapped into an appropriate market and you are gaining followers in demographics that make up the largest portion of social media users (Millennial females).

**41% increase  
in profile  
visits!**

This means that people are seeing your posts or your name tagged somewhere, perhaps your promotions, then getting interested enough to click over to view your entire profile.

**4.7% increase  
in reach!**

This is the number of people who see your posts. Your posts are getting in front of more eyes! This increase is likely due to an increase in followers, hashtag use, commenting and liking other accounts in similar markets, and overall higher levels of activity.

**16.9% increase  
in impressions!**

This is the number of times your posts are getting seen. Impressions are different than reach because this measures total views vs. total viewers. One viewer = 1 reach, but that 1 viewer can have 3 views which = 3 impressions. This increase is likely due to an increase in proper posting times, hashtag use, geo-tagging and cross-tagging other accounts. You're creating a buzz!

**YOU ARE STAYING VISIBLE, CURRENT AND EXCITING ON SOCIAL MEDIA!**

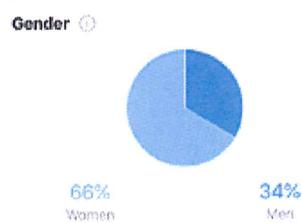
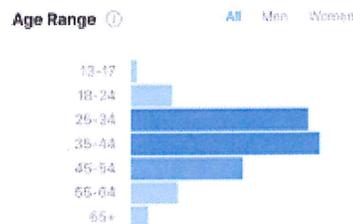
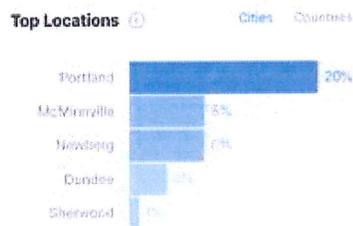
# FOLLOWERS

## DEMOGRAPHIC INSIGHTS:

### LAST MONTH

1,466 followers

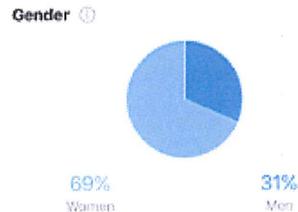
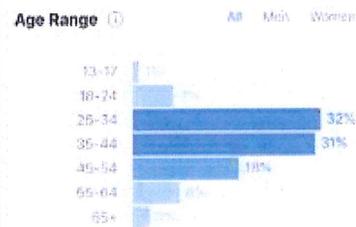
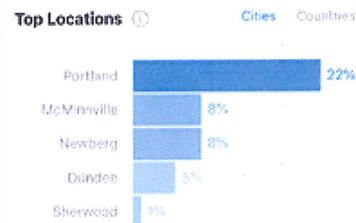
+7 vs. Apr 08 - Apr 14



### THIS MONTH

1,632 followers

+24 vs. May 06 - May 12



Key findings: We are seeing an up-swing in younger followers and female followers.

# CONTENT

## WHAT WE'VE BEEN POSTING:

Showcasing local eateries



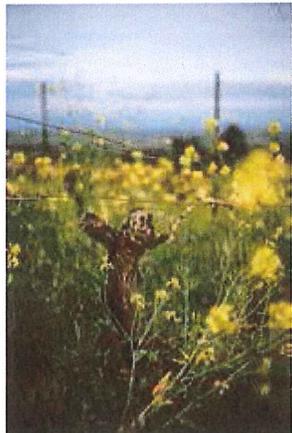
Local personalities in the wine industry



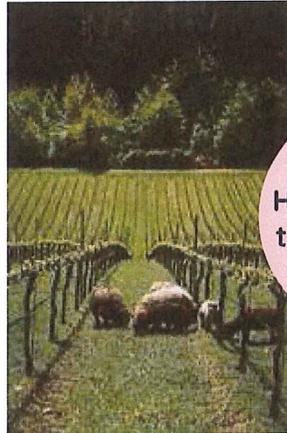
Local Dundee tasting rooms



Local farmers



Happenings in the vineyards



# CONTENT

## TOP POSTS:

These are your top posts based on engagement numbers  
(comments + likes)



 = sponsored posts

# THE RESULTS

## SOCIAL ENGAGEMENT:

Engagement rates have trended upward on Travel Dundee's account!

- ▶ Average engagement rates range from **1%-3.5%** on Instagram.
- ▶ High engagement rates range from **3.5%-6%**.
- ▶ Travel Dundee's engagement rates over the last month have averaged **9.9%**

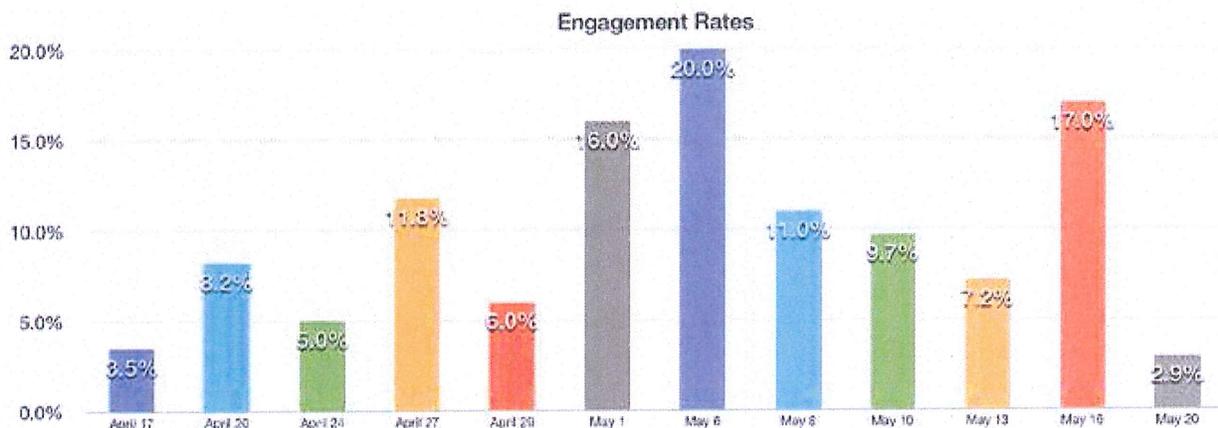
The larger your account is, the lower your engagement rates will tend to be. Meaning, as you grow your followers, you'll drop in your engagement levels. However, it looks like Travel Dundee has been able to grow in both!

Moving forward we will aim to keep our monthly engagement rates in the 8-10% range or higher.

How?

I'll work hard on responding to comments and questions, and time leaving comments and questions on other accounts. When others see you are active and engaged, studies show that others will be active and engaged with you.

We can also work on doing more give-aways and comment-to-wins!



# HIGHLIGHTS

## MONTHLY FOCUS AREAS:

During May, we focused on Oregon Wine Month. To celebrate, we successfully partnered with:

Dobbes Winery  
Alit Wines  
Torii Mor Winery  
Lange Winery  
Bella Vida Vineyard  
Angela Estate  
Evening Land Estate

We have been running giveaways on Instagram for free tastings for yourself and a friend in a “tag a friend to win” style of contest. Because of this, we’ve seen a massive increase in followers, engagement and overall excitement on the Travel Dundee account.

Some possible focus areas for June could be:

The top Dundee winery charcuterie spreads

-Places like Domaine Serene and Soter offer extravagant food options at their tasting room which should be showcased! They actually have full-time in-house chefs making seasonal menus so we could follow the sourcing of all of their local ingredients too.

The best views in Dundee

-This could be a series of 10 posts with a crowd engagement element - first person to correctly identify each location wins a free tasting to that location. We could make this summer solstice-focused by making it the 10 best sunset viewing spots in Dundee.

Vineyard manager highlights (like the behind the counter series but “behind the vines”)

-Vineyard managers in Dundee are some of the hardest working people. Highlighting a few of them and asking them questions about the ways in which they take sustainability and biodynamic efforts in their farming practice would be really touching.

Winemaker highlights (behind the barrels)

-Highlight some of the revered winemakers in Dundee - focus on their quirks and dig into their unique wine philosophies.

National Bubbly Day, National Rose’ Day, Father’s Day, and Summer Solstice all occur in June and all should be featured.