

Agenda - Dundee Tourism Committee

Date: Wednesday, June 26, 2019 **Start:** 8:30 am

Attendance: Chair Ted Crawford ____, 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	10
Action:		
2. Vacation Rental Ord. Update Memo	Ted/Megan	5
Action:		
3. Taste Dundee Event Coordinator Search	Tracy/Ayla	5
Action:		
4. Grant opportunities?	Tracy/Ayla	10
Action:		
5. Marketing Collaboration with Visit Newberg	Ted/Leslie	10
Action:		
6. Updates from the area (Inn at Red Hills)	All	10
Action:		

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.

Ted Crawford, Chair



DUNDEE
Oregon

TRAVEL DUNDEE

SOCIAL MEDIA 1-MONTH RECAP

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

THE NUMBERS

WHERE WE STARTED:

Week of May 21, 2019

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

THE NUMBERS

WHERE WE ARE NOW:

Week of June 21, 2019

Followers	1,656
Profile visits	47
Website clicks	2
Reach	543
Impressions	1,719

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.

**+24
followers!**

Once the Oregon Wine Month posts ended (as of June 1), we saw a decrease in organic increase in followers month over month. This means we should step back into campaigns that promote social media contests, giveaways, engagement-drivers, and comment-to-win/tag-a-friend style posts. While we still saw an increase in followers, we are learning that organic growth isn't the strategy here.

Takeaway: Once the Oregon Wine Month posts ended (as of June 1), we saw a decrease in profile visits, reach and impressions. As to be expected, the contests that gave away free tastings in May were highly successful and lent great insight into what your followers are wanting from your account. They want free tastings and aren't afraid to tag, comment, share, etc. to win!

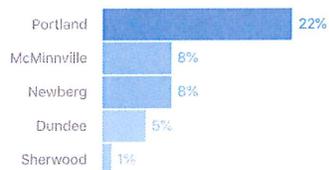
FOLLOWERS

DEMOGRAPHIC INSIGHTS:

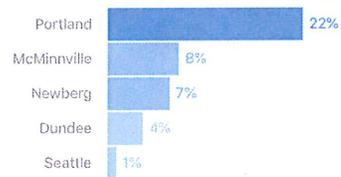
LAST MONTH

THIS MONTH

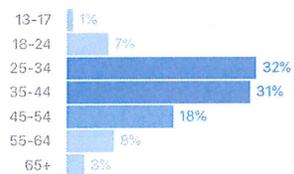
Top Locations ⓘ Cities Countries



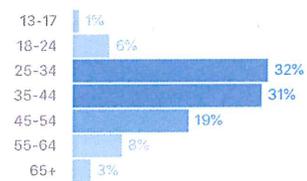
Top Locations ⓘ Cities Countries



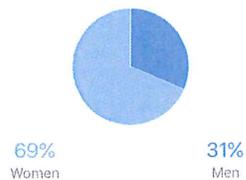
Age Range ⓘ All Men Women



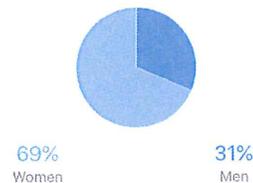
Age Range ⓘ All Men Women



Gender ⓘ



Gender ⓘ



Key findings: We are seeing an up-swing in business followers (those who do not associate with a particular location and are business accounts). We are also seeing a slight increase in older followers (ages 45-54). Gender statistics were unchanged.

CONTENT

WHAT WE'VE BEEN POSTING:

Great tasting room locations!



Oldest vines!



Showcasing local tasting flights and new wines



Kid-friendly spots and summer hours for places

Happenings in the vineyards

CONTENT

TOP POSTS:

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



This is still the same as last month!

 = sponsored posts