

## Meeting of the Tourism Committee June 27<sup>th</sup> 2018

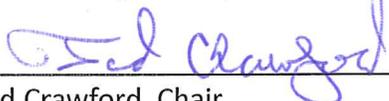
Committee Chair, Ted Crawford called the meeting to order at 8:30am at the Dundee City Hall. Members of the committee present at the May 30th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Matt Daley, Noel Johnson, Marque Wright.

The minutes from the previous committee meeting, May 30<sup>th</sup> 2018, were approved.

Ted discusses AJ's social media contract and whether or not they are getting their money's worth. Noel discusses how AJ has come out to Duckpond and that she has been disappointed and doesn't believe he is posting any original content. Megan believes that AJ is driving up the numbers and has done a great job getting people to follow the social media pages but agrees that more original content needs to be posted. The committee believes that he needs to take the links off of Instagram. Marque also believes he is not posting original content and said he took a lot of pictures but only made a repost. Megan suggests that AJ use an online storage folder to put all the pictures in for the committee to have access to. Rob discusses giving AJ feedback on what the committee wants. Rob suggests that a sub-committee be made to give AJ more direction. Joe asks for the marketing budget to be explained. Rob explains how much the budget is and talks about AJ's base fee and the social media marketing budget. Rob also explains the other hours AJ has charged for. The committee members all want to be admins on social media, so they can see the activity. The committee doesn't believe AJ is paying \$600 dollars a month and wants to see analytics. The committee wants more feedback from AJ. Rob asked if there was a marketing sub-committee. Joe discusses how he thinks it's nice having AJ continue to run the social media but believes the committee should give AJ more feedback. Rob suggests that the committee send Ted their constructive feedback to send to and discuss with AJ. The committee discusses how the events in Dundee should be promoted on social media more. The committee discusses how AJ has considerably raised the followers on social media. Cathy discusses how AJ has come into Argyle to talk to her. Cathy discusses how she was alarmed by the YCTP listed him as the city of Dundee representative and doesn't believe AJ should be placed at that level. Megan discusses how she doesn't believe AJ should be paid to sit at the YCTP meetings since they are volunteer meetings. The committee discusses how AJ maybe shouldn't be writing grants and doing social media since they are two different skill sets. Ted talks about how if AJ gets good at writing grants then he would be a bigger asset. The committee discusses sitting down with AJ and giving him the feedback, they have been discussing. Megan discusses the YCTP updates and discusses the sub-committee meetings that have been created. Ted briefly discusses why the YCTP committee was created. Megan discusses how the last YCTP was about getting to know each committee member and their strengths. Ted discusses how Travel Dundee has \$19,000 to spend from a grant from Waste Management and some lottery dollars from the county. Ted discusses using the grant to upgrade the city center market. Ted discussing using some of the money to upgrade Lumpy's parking lot and street view. Noel discusses upgrading

the old Dogs in Heat building. The committee discusses trying to get the building torn down. Rob discusses that someone in the community is possibly buying the property and will tear down that old building. Rob suggests that the committee pay a larger percent to help pay for the community upgrades but give the Staffers a list of improvements that have to get done by a certain time. Rob discusses talking to Staffers and Lumpy's. Megan says she will approach the owners if Rob would send her the list of upgrades and verbiage to use. Marquee discusses the old Panther Creek building being leased. Rob discusses how he met with the city engineer to discuss where the new sign will be put in and what the logistics will be to put it in. Ted discusses getting rid of the RV under the bridge. Rob said he will follow up with the owners and tell them to move the RV. Cathy discusses the Field by Fine Wine and where the committee can deliver the charms for the gift bags for the runners. Cathy discusses doing the media tour with the Dundee Hills group and how Jennifer came and talked about the city of Dundee. The committee discusses how tourism is going up but he would like to see vertical industries making more money from tourism rising.

The meeting was adjourned at 9:30am

  
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Ted Crawford, Chair