

# Agenda - Dundee Tourism Committee

Date: Wednesday July 31, 2019 Start: 8:30 am

Attendance: Chair Ted Crawford \_\_\_\_, Megan Carda \_\_\_\_, Ayla Holstein \_\_\_\_, Nancy Ponzi \_\_\_\_, Jennifer Sitter \_\_\_\_, Marque Wright \_\_\_\_, Noel Johnson \_\_\_\_, Tracy Smith \_\_\_\_, Sandra Storm \_\_\_\_.

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. DNA PDX Update	Molly	5
<b>Action:</b>		
2. Wake Up in Wine Country Update	Molly	5
<b>Action:</b>		
3. Website and Social Media Management Agreement Extension	Molly/Rob	5
<b>Action:</b>		
4. Vacation Rental Ordinance Memo Update	Megan	5
<b>Action:</b>		
5. Visit Newberg and YCTP Update	Leslie/Megan	15
<b>Action:</b>		
6. Grant Opportunities Update	Sandra	10
<b>Action:</b>		
7. South Welcome Sign Update	Rob	5
<b>Action:</b>		
8. Area Updates – Open Time	All	10
<b>Action:</b>		

## 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, Ayla Holstein, Nancy Ponzi, Jennifer Sitter, Marque Wright, Noel Johnson

Minutes of the April 24, 2019 Tourism Committee were approved as presented.

DNA PDX was not in attendance as they were filming at Black Walnut. Ted provided an overview of DNA PDX marketing services for Travel Dundee. He also explained that DNA PDX agreed to work within the budget, so they could expand the creative content in their portfolio. The committee stated that they were very pleased with DNA PDX social media content.

Megan provided an update regarding vacation rental ordinances. She plans to provide City Council with bullet points, to see if they want to reopen discussion around the issues. Ted said that he believes the City will reopen discussion.

The forecast for the summer vacation rental inventory is showing an increase. Homeowners are expressing interest. Currently Megan is working with a lot of homeowners and people who are looking to purchase with the idea of becoming vacation rentals down the road.

Committee discussed lodging tax and jurisdiction; within city limits vs. outside. Vacation rental volume control. Also discussed need for vacation rentals to have a local person as resource for renters and an appropriate vicinity (30 miles). City of Carlton requires a representative be within 10 vehicular miles. Committee discussed forming a Work Session group around this topic and the need to start moving forward.

The Committee discussed at length tax revenue sources and strategized ways to increase revenue flow to the travel industry; benefit and downside to cities within the county sharing marketing resources and identifying as more of a region. Committee to revisit.

Taste of Dundee event was discussed. On hold for now. Will hopefully sign the partnership in September. Kristen is not wanting to do both Fueled by Fine Wine and Taste Dundee. Chris Nagy (race director) might announce it at the race this year that the race will go on. The director will be handing off Fueled by fine wine. Carry over balance for the tourism fund is growing large. Ted suggests getting a plan ready for a Travel Oregon grant. We have over 115k in the fund that can go to restoration under the bypass, but ODOT wants to use area for staging area for future phases. The street lights are supposed to happen this summer. Unfortunately, the design chosen is no longer available, but now PGE will be maintaining the lights once they are installed.

Committee discussion on obtaining grant funding. Sondra Storm (new co-owner of Inn at Red Hills) agreed to do so if she is appointed (she has been appointed). Has a lot of experience in grant writing, just not regarding tourism.

Discussion regarding collaboration between Travel Dundee and Visit Newberg and a marketing partnership. This partnership will be discussed at city council Monday. Next steps with moving forward on discussion - Board meeting tomorrow. Marketing committee to build an RFP for a marketing company and the work includes branding and recommending contract work with TLT Dundee. Next step draft contract.

Inn at Red Hills has new owners, Sondra Storm and Mark Keller. Thank you for inviting us to the committee meeting. Sondra provided her background. Closed on purchasing Inn at Red Hills. She explained all the upgrades they've done and their plans going forward. They also purchased the land adjacent for expansion and increasing room quantity. About 75% complete with renovation. Done in August. Sondra encouraged the committee to stay there. There is a Board room. Looking for attracting corporate retreats. Twenty-one rooms and one squad room (bunk room). They will be having an open house for the community.

The meeting was adjourned at 9:55 am.

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Ted Crawford, Chair



**DUNDEE**  
*Oregon*

# TRAVEL DUNDEE

SOCIAL MEDIA 1-MONTH RECAP

A comprehensive summary of social media achievements  
from June 21, 2019 - July 19, 2019.

# THE NUMBERS

WHERE WE STARTED:

## **Week of June 21, 2019**

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

# THE NUMBERS

WHERE WE ARE NOW:

## **Week of July 19, 2019**

Followers	1,696
Profile visits	150
Website clicks	2
Reach	939
Impressions	4,844

# 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.**

**+40  
followers!  
(2.5%)**

We have decided to boost engagement on the account by launching more giveaways and comment-to-win style contests which drives around 30-40 new followers per post. As we deliver more of these contests, we'll see this follower count rise!

**3x increase  
in profile  
visits!**

This means that people are seeing your posts or your name tagged somewhere, perhaps through your promotions and others tagging them in the contests, then getting interested enough to click over to view your entire profile.

**2x 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, contests, commenting and liking other accounts in similar markets, and overall higher levels of activity.

**3x increase in  
impressions!**

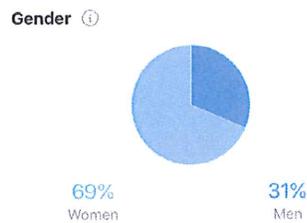
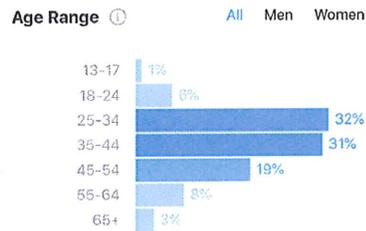
This is the number of times your posts are getting seen. Impressions are different than reach because this measures total views vs. total viewers. One viewer = 1 reach, but that 1 viewer can have 3 views which = 3 impressions. This increase is likely due to an increase in proper posting times, hashtag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

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

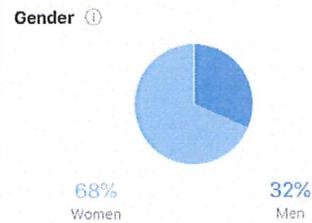
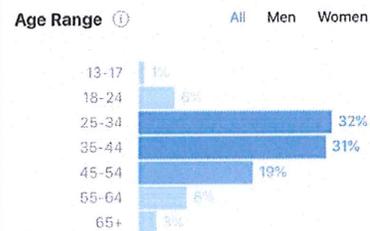
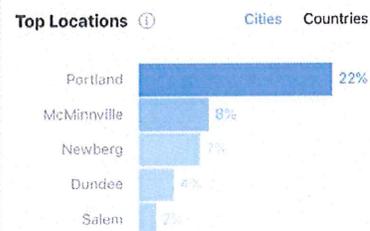
# FOLLOWERS

## DEMOGRAPHIC INSIGHTS:

### LAST MONTH



### THIS MONTH



**Key findings: We are now on the map in Salem! Age statistics were unchanged. Gender statistics show a slight up-tick in male followers.**

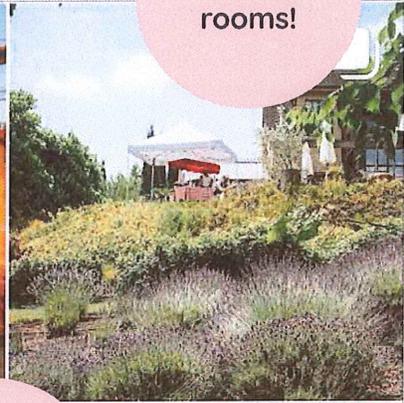
# CONTENT

## WHAT WE'VE BEEN POSTING:

Local  
giveaways!



Tasting  
rooms!



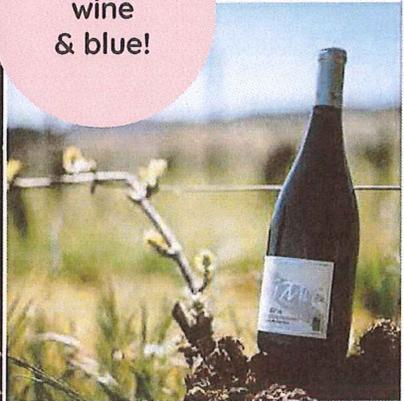
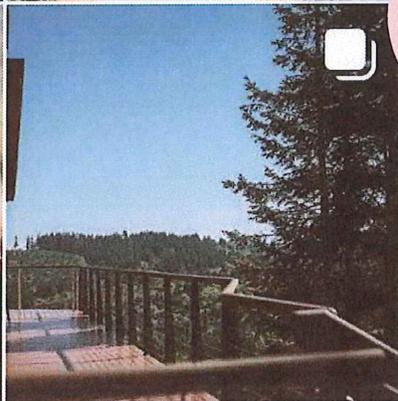
Local  
women in  
wine!



Summer  
events!



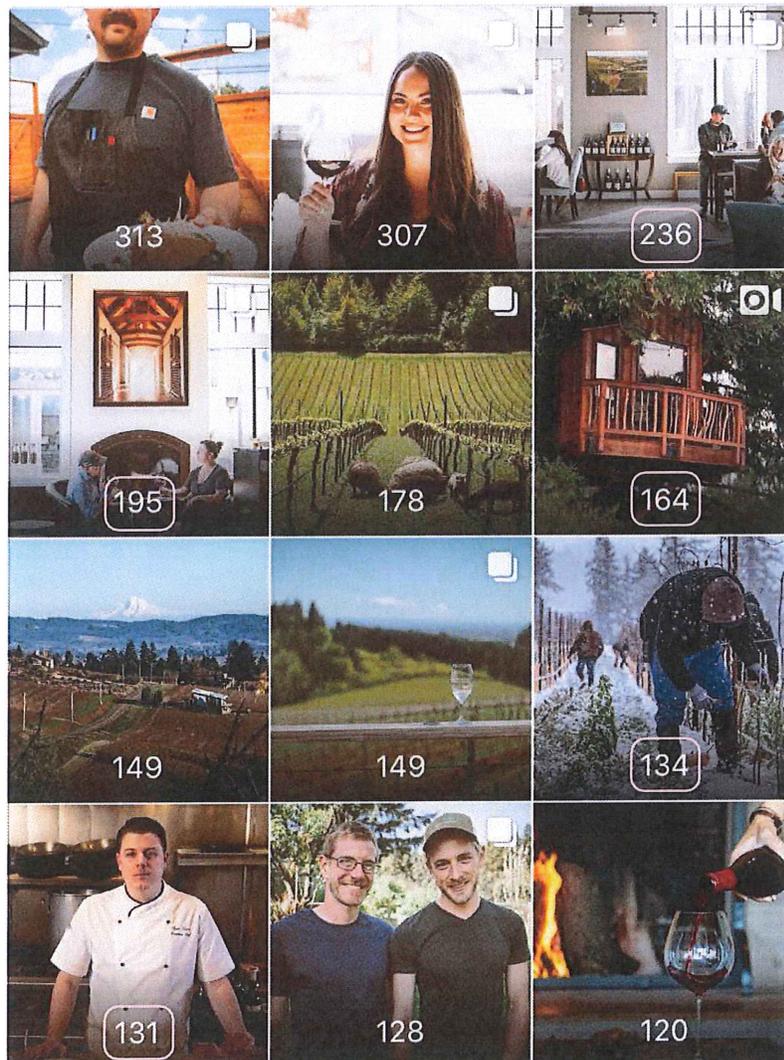
Red,  
wine  
& blue!



# CONTENT

## TOP POSTS:

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



Your new top  
post is the recent  
giveaway post  
with Trellis  
Dundee!

 = sponsored posts

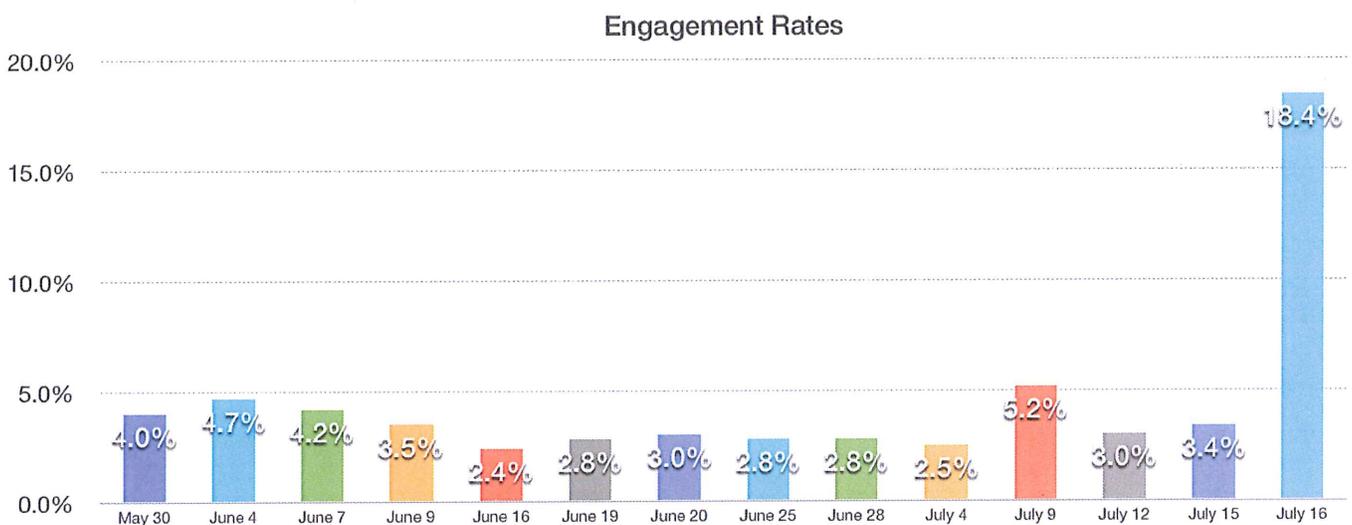
# THE RESULTS

## SOCIAL ENGAGEMENT:

- Average engagement rates range from **1%-3.5%** on Instagram.
- High engagement rates range from **3.5%-6%**.
- Travel Dundee's engagement rates over June & July have averaged **3.4%**

You can see how much a giveaway post can impact engagement rates (see July 16 post). These giveaway posts are free to post and we've been partnering with local businesses in Dundee to offer up free tastings, gift certificates, etc. to get traffic driven to their business while also boosting followers on their account as well as the Travel Dundee account.

We will continue to post giveaways to drive engagement rates! \*Do you know any businesses that would like to partner for a giveaway?



# HIGHLIGHTS

## MONTHLY FOCUS AREAS:

During July and going through August, we are partnering with the following businesses for promotions and giveaways:

Trellis Dundee  
Alit Wines  
Fratelli Ponzi  
Domaine Trouvere  
Argyle  
Baird Farms  
Pollinate Flowers  
Durant

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.

We would still like to do a social media influencer take-over campaign!

This would involve local businesses donating their services for a day in order to have a local influencer take over the account on stories and highlight each business and what they offer.

Looking for:

Driving service to donate day

Wineries to donate tastings

Restaurants to donate lunch and dinner

Donated hospitality perhaps - for an overnight excursion?

# THE RESULTS

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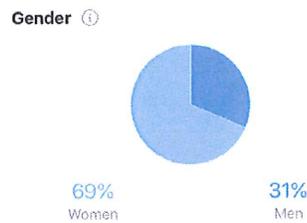
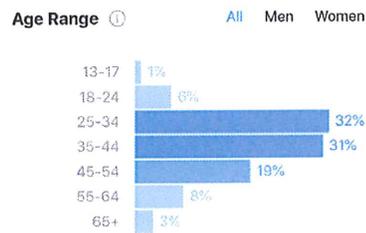
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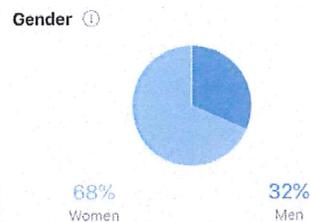
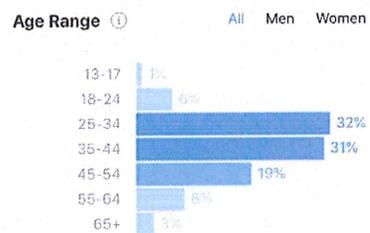
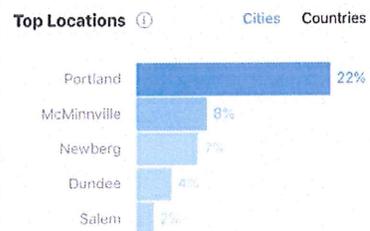
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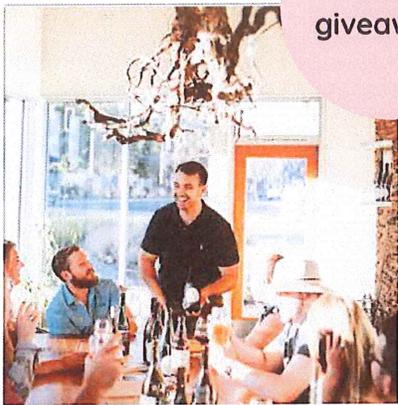


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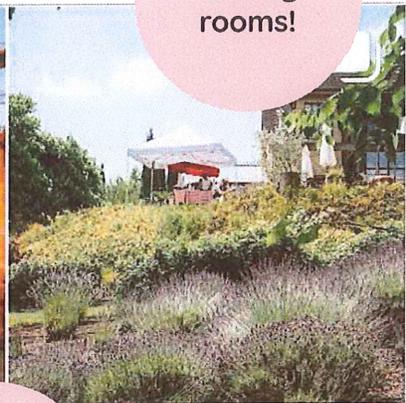
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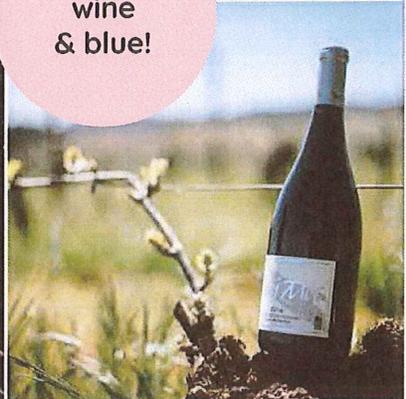
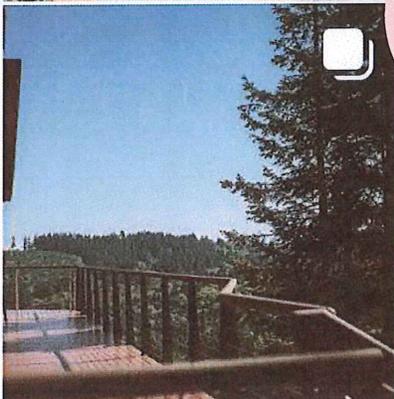
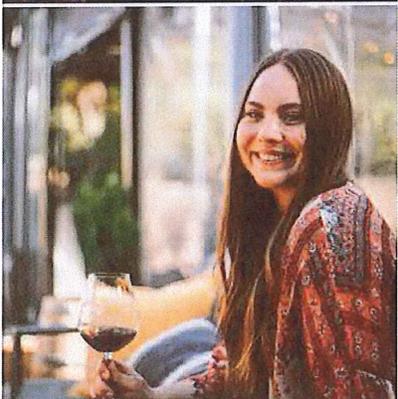
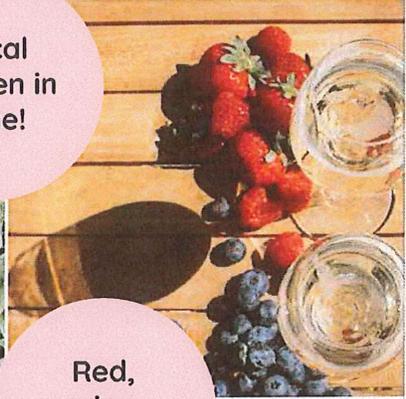
Local women in wine!



Summer events!



Red, wine & blue!



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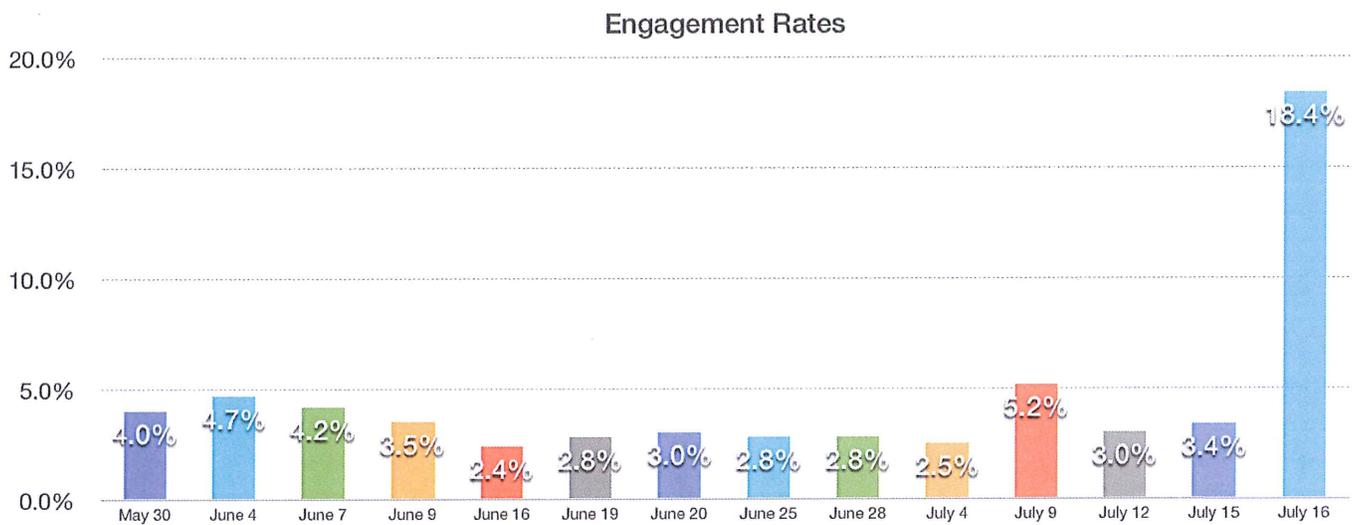
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