

# Agenda - Dundee Tourism Committee

Date: Wednesday September 23, 2019      Start: 8:30 am

**Attendance:** Chair Ted Crawford \_\_\_\_, Megan Carda \_\_\_\_, Ayla Holstein \_\_\_\_, Nancy Ponzi \_\_\_\_, Jennifer Sitter \_\_\_\_, Marque Wright \_\_\_\_, Noel Johnson \_\_\_\_, Tracy Smith \_\_\_\_, Sondra 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 Video Premiere	DNA PDX	20
<b>Action:</b>		
3. Visit Newberg Update	Leslie	10
<b>Action:</b>		
4. YCTP Update	YCTP Update	5
<b>Action:</b>		
5. Lift Update	Molly	5
<b>Action:</b>		
6. Taste Dundee Event Update	Tracy	5
<b>Action:</b>		
7. Area Updates – Open Time	All	10
<b>Action:</b>		
8.		

## **Meeting of the Tourism Committee September 18, 2019**

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at Argyle. Members of the committee present: Marquis Wright, Noel Johnson, Jennifer Sitter, Ted Crawford, Sondra Storm, Nancy Ponzi, and Megan Carda. Also present was Leslie Caldwell of Visit Newberg, Rob Daykin of the City of Dundee, Cathy Martin of the Dundee Hills Winegrowers Association, and David Norman and Molly Bailey of DNA PDX.

There were no new minutes to review and approve.

DNA PDX shared the social media update summarizing social engagement from July 19 through August 21 of this year. We saw an increase in social followers of 102 and an increase in impressions of 2,330 over the four weeks. Average engagement ratings for the month were 3.4% with an industry average high of 3.5-6%. July 16<sup>th</sup> engagement rate was more than 18% due to a giveaway post. On the web site, the most popular content is the wineries page, followed by lodging, restaurants, events, and shopping. The top keywords being used in search engine traffic over the last month are: Dundee Oregon, Dundee Wineries, Dundee Oregon Wineries, Wineries in Dundee. Unique visitors to the site dropped by 4% this month.

DNA talked about the Wake up in Wine Country campaign with the content nearly complete. DNA will begin to build out the campaign landing page. Molly will reach out to Megan and Sondra to get photo content of their properties as well as discuss the ability to embed a conversion tracking pixel in their site and/or confirmation page in order to provide a valuable metric to showcase the success of the campaign. DNA will also explore with Ashley Lippard what design might make the most sense for a banner that can be put up in Newberg and Dundee that correlates with the Wake up in Wine Country campaign.

DNA expressed interest in sharpening our focus for content creation with a shared editorial calendar as well as deepening and defining the committee's partnership with local businesses and other organizations. DNA will send out a questionnaire that gets the committee insights on organizational goals. The committee discussed holding a visioning workshop that would be in service of defining strategy.

Sondra gave an update on the grant processes and available grant opportunities for Travel Dundee. She would like to hear from the committee what some of the areas of interest or strongest need is so that she can create a short list of potential grant opportunities and deadlines. Leslie shared that the Oregon wine country license plate grant may not be getting enough applications, and that may be an opportunity for the organization.

Leslie shared with the committee that Visit Newberg is in the final stages of selecting an agency partner. She said that they will be making an announcement by the end of the week. This partner will advise on branding, market position and identity for the DMO. She shared that she attended a meeting where a representative from the rideshare

company Lyft gave a presentation. She said that they are expanding their inventory of drivers in the Yamhill County area. The committee discussed potential partnerships or collaboration with Lyft, and Molly at DNA agreed to reach out to them and find out more.

Rob Daykin shared that the city council has initiated the process of changing the vacation rental policies. The planning commission will do their investigative work in October, and then Rob will let the committee know when it is in the hearing stage.

Rob also gave an update on the Welcome sign. He said that there isn't enough right-of-way on the current corner, but that from the ODOT response, he thinks they may be willing to work with the city. If that doesn't work out, there is the option to locate the sign on the other side of Parks St, but that there would be additional cost to run power to that location. One option, Rob shared, would be to wait until 2021 to see what the lay of the land is, but Rob is going to continue to work on getting the sign located at that preferred location.

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 August 21, 2019 - September 21, 2019.

# THE NUMBERS

WHERE WE STARTED:

## Week of August 21, 2019

Followers	1,798
Profile visits	82
Website clicks	0
Reach	4,090
Impressions	7,174

# THE NUMBERS

WHERE WE ARE NOW:

## **Week of September 19, 2019**

Followers	1,834
Profile visits	26
Website clicks	0
Reach	607
Impressions	1,698

# 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.**

**+36  
followers!**

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. We saw a strong increase in followers after launching more giveaways in July and August, but need to get more tastings and offers from Dundee businesses in order to keep these going!

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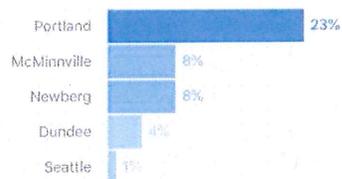
# FOLLOWERS

## DEMOGRAPHIC INSIGHTS:

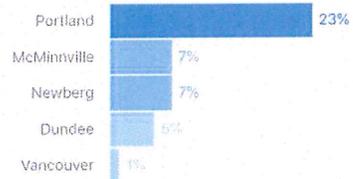
### LAST MONTH

### THIS MONTH

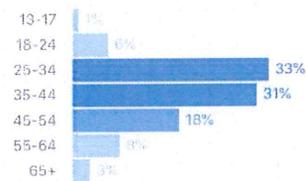
#### Top Locations ⓘ Cities Countries



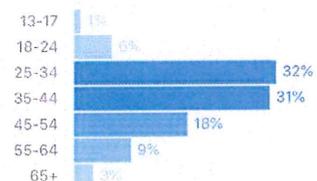
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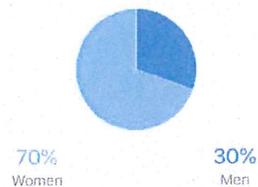
#### Age Range ⓘ All Men Women



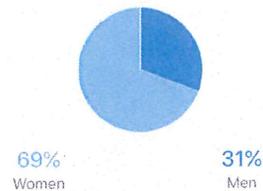
#### Age Range ⓘ All Men Women



#### Gender ⓘ



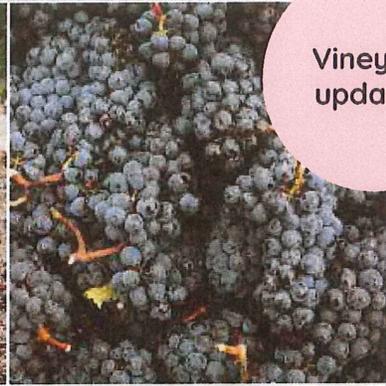
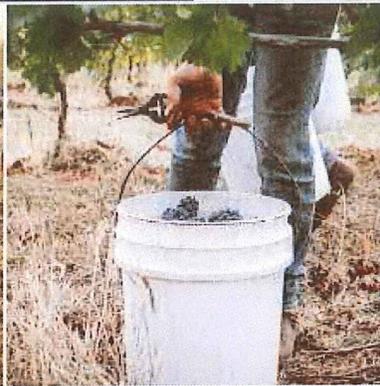
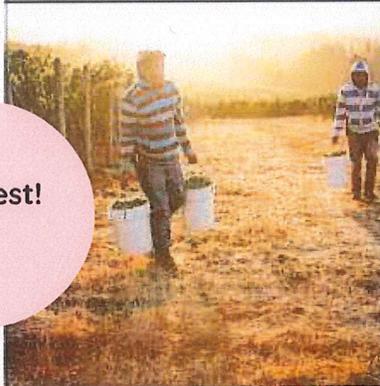
#### Gender ⓘ



# CONTENT

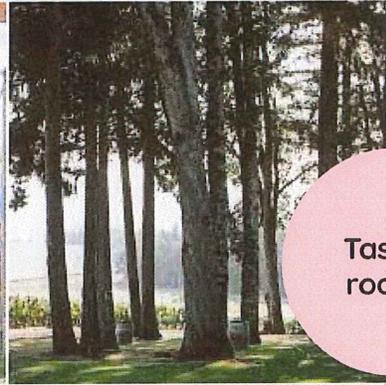
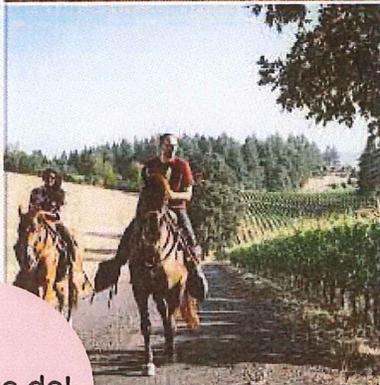
## WHAT WE'VE BEEN POSTING:

Harvest!

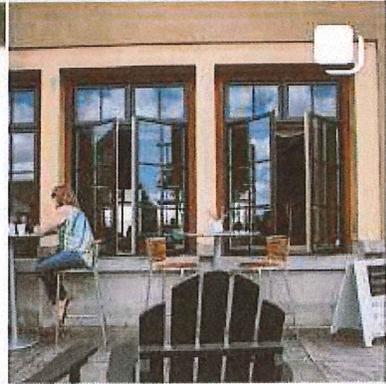
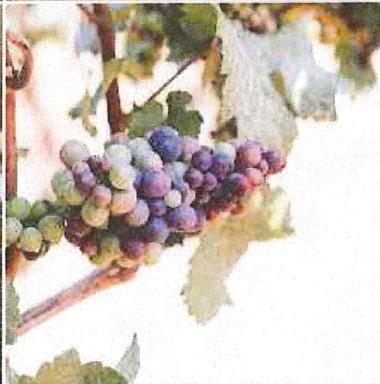
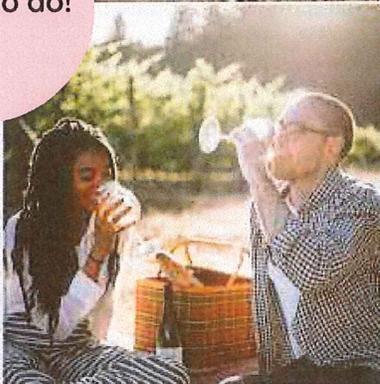


Vineyard updates!

Things to do!



Tasting rooms!



# CONTENT

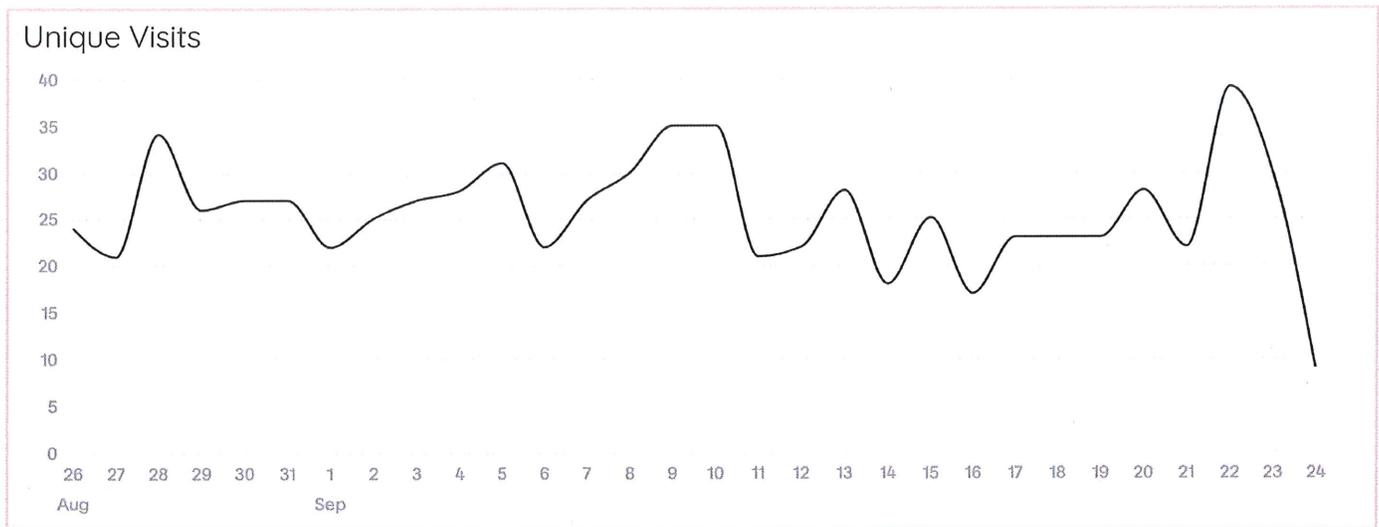
## TOP POSTS:

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



# DOT COM

## Site Traffic



**Largest driver of traffic:** Google search

dundee oregon

dundee wineries

things to do in dundee oregon

travel dundee

Focus for the next two months:

**SEO page title and descriptions to help increase search engine ranking**

We'll implement this additional copy and then measure against our average page ranking.

**Increase drive to site from social**

We'll add events to social with links back to the event listing on the site