

Meeting of the Tourism Committee Oct. 23, 2019

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at Dundee City Hall. Members of the committee present: Noel Johnson, Jennifer Sitter, Ted Crawford, Tracy Smith, and Megan Carda. Also present was Leslie Caldwell and Dennis Lewis 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.

Minutes from September 18, 2019 are approved.

Ted led the committee in a discussion on whether Newberg and Travel Dundee should join marketing efforts. It was originally determined that Visit Newberg would ask for 50% of revenue from Travel Dundee but Visit Newberg would like a higher amount – closer to 70%. Leslie didn't think that the Newberg City Council would approve the lesser amount. The other option is to keep the two entities separate. It could be a collaboration or a rebrand on both entities.

Jennifer talked about the fact that if Dundee gives 70% then only 30% is left for some of the other items like beautification, visitor kiosk/restroom, etc.

Rob Daykin shared that roughly \$10k is allocated each year for landscaping along the highway.

Ted said that they would want to keep the continuity across social and web with the identity. Visit Newberg wouldn't spend any money on anything other than marketing and their branding this year.

Megan discussed that both DMOs have very different goals, and that there could be collaboration on specific projects and grant opportunities that make sense for both.

The committee agreed to look at areas to collaborate on specific projects in the future, but not do any combining of funds/efforts/identities for now.

Megan and Noel both said that they are happy with how the Travel Dundee brand has developed.

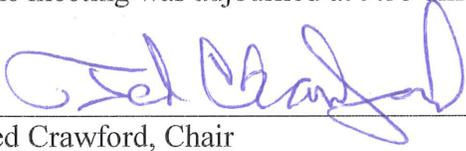
The team agrees that it is important to keep the synergy and the energy and collaboration but will not move forward with any co-branding at this time.

Leslie asks for this committee to promote Newberg lodging on Travel Dundee site. Megan agrees that it is important to link to one another's lodging. The team discussed with DNA an interactive map that both web sites use where it starts on Newberg in Newberg and Dundee in Dundee and lists both.

DNA shares an update to the WUIWC campaign.

DNA shared how an evolved partnership between DNA and Travel Dundee could elevate the identity and help the team reach some of their goals (yet to be really defined).

The meeting was adjourned at 9:55 am.



Ted Crawford, Chair