

## Meeting of the Tourism Committee October 24th, 2018

Committee Chair, Ted Crawford called the meeting to order at 8:30 am at the Dundee City Hall. Members of the committee present at the October 24th tourism meeting included: Ted Crawford, Ayla Holstein, Megan Carda, Jennifer Sitter, Noel Johnson. Also in attendance: Rob Daykin, Rob Felton, AJ Ramadan, and Cathy Martin.

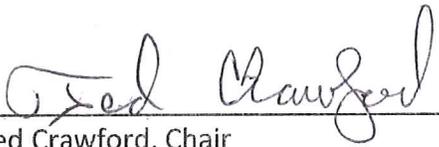
AJ gave his monthly update and discussed why Travel Dundee didn't get the Travel Oregon Grant. Due to not having proper city documents the committee wasn't able to get the grant. The committee decided to have AJ apply for the WVVA grant. AJ recommended Kristin Anderson taking over for him as the Web and Social Media Manager for Travel Dundee.

Rob Felton discussed how Dundee and Newberg should join forces and the positive impact the two cities could have by working together. The committee considered how much of their funds they would be willing to put into the collaboration of Dundee and Newberg coming together. Rob Daykin explained how the tourism funds are used in Dundee for tourism facilities, including the landscaping improvements along the highway. The committee discussed what the collaboration with Newberg would look like. Ted noted that Newberg retains a greater amount of their transient rental tax (TRT) for general governmental operations since they do not have the same restriction as Dundee that must use 70% of the TRT for tourism promotion. Ted estimated that Newberg intends to devote 50% of their TRT to tourism promotion and suggested that Dundee match the same percentage for the joint marketing efforts. The committee talked about what the Dundee/Newberg committee would look like and who should be on it. Rob Felton reviewed Newberg's position and what their plans are moving forward, and he noted the steps Dundee and Newberg needs to do to start moving forward with the integration of the two cities marketing programs.

The committee approved the August 22<sup>nd</sup>, 2018 and September 26<sup>th</sup> 2018 minutes.

The committee discussed Deck the Hills and how they have supported it and how they will support it moving forward. Travel Dundee agreed to contribute two thousand dollars to the Seattle targeted marketing campaign for Deck the Hills.

The meeting was adjourned at 10:00 am.



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Ted Crawford, Chair