

Meeting of the Tourism Committee November 28th, 2018

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, Jennifer Sitter, Noel Johnson, Nancy Ponzi, and Marque Wright. Also in attendance: Rob Daykin, City Administrator; Rob Felton, Newberg TLT Committee; Cathy Martin, Dundee Hills Wine Growers Association; Molly Baily, DNA PDX; David Norman, DNA PDX; Lizzie Manning, DNA PDX; and Alexandr Beran, DNA PDX.

Minutes of the October 24, 2018 Tourism Committee were approved as presented.

Chair Crawford informed AJ Ramadan re-submitted a similar grant application to the Willamette Valley Visitors Association that was previously rejected by Travel Oregon due to a technical deficiency. The Travel Oregon grant application did not include the required IRS document regarding the issuance of a federal identification number. Newberg opted to wait until spring 2019 to apply for their share of the match to the grant project. Megan noted that the grant application to Travel Oregon was filed at the end of the deadline and did not allow time to respond to the deficiency. Ted agreed that it would be better to have a sub-committee review future grant applications for completeness and quality.

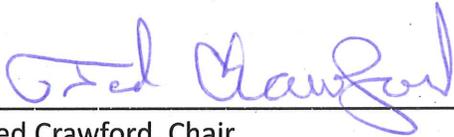
Replacement of the services provided by AJ was discussed. C.A. Daykin stated that in addition to the contract with AJ for maintaining the Dundee Tourism website, AJ had a separate contract for social media marketing. David Norman introduced the team with DNA PDX and described his work with destination marketing. He stated their goal is to create fresh and original content updated at appropriate times that will provide dramatic results. Discussion ensued on the importance of good record keeping demonstrating Dundee's effectiveness as a partner with Newberg, enhancing Dundee's brand, keeping the tourism website fresh, and Committee oversight. One of the challenges is the Committee is comprised of volunteers, and being kept up to date by the consultant is critical. David noted that monthly meetings with the Committee are also important to ensure the campaign is in the right direction. David proposed DNA PDX assumes the contracts and budget provided to AJ for a six month trial, and added that his team would be willing to create some new Wine Country content at no additional cost that will demonstrate their effectiveness. Jennifer shared the importance of recognizing the transient room tax that is used to fund these marketing efforts are paid by lodging facilities located in Dundee. Motion was made and seconded to authorize DNA PDX to bring back a more detailed strategy proposal for the Committee's review. Motion passed unanimously. Committee also authorized DNA PDX to maintain the tourism website starting December 1, 2018.

The Committee agreed to change the next monthly meeting from December 26 to December 19, and still meet at Dundee City Hall.

Cathy Martin informed the Deck the Hills program will start tomorrow and reviewed how to access events at the various wineries. Cathy asked persons to contact her if they have interest in coordinating their own event on the Dundee Hills Wine Growers Association website.

Chair Crawford explained Council requested a recommendation from the Tourism Committee as to whether the vacation rental regulations should be amended. C.A. Daykin explained that since the bulk of the regulation is within the Development Code, the process to amend the regulation will require a hearing before the Planning Commission after which Council will consider the Planning Commission's recommendation at a second hearing prior to taking action to amend the regulation. Daykin noted that depending on the extent of the changes being proposed, the Planning Commission will likely conduct a workshop as a first step prior to bringing a draft amendment to a hearing. The Committee reviewed a map identifying the location of existing vacation rentals. Daykin added that in addition to the Dundee Development Code regulations, he provided the Committee the Couer D'Alene, Idaho regulation cited by Megan, including a sample of the required neighborhood notice. Megan suggested the Committee also consider neighbor concerns, application fees, and public listings of vacation rentals. Ted encouraged the Committee to review the materials and conduct their own research of other regulations that may be a good fit for Dundee, and be prepared to a recommendation to the City Council at the next meeting.

The meeting was adjourned at 9:55 am.



Ted Crawford, Chair