

Agenda - Dundee Tourism Committee

Date: Wednesday December 4, 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 ____.

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. DNA PDX Update	Molly	5
Action:		
2. Wake Up in Wine Country Campaign Update	DNA PDX	5
Action:		
3. Travel Dundee Marketing RFP	Rob	20
Action:		
4. Oregon Truffle Festival Grant Request	Ted	5
Action:		
5. Visit Newberg / YCTP Update	Leslie/Megan	10
Action:		
6. New Sign Update	Rob	5
Action:		
7. Area Updates – Open Time	All	5
Action:		
8.		

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.

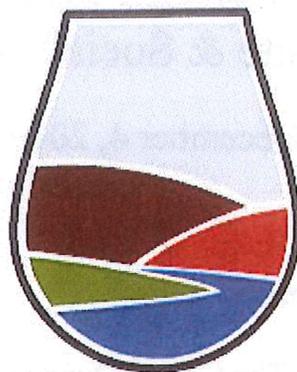
DNA shares an update to the WUIWC campaign.

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

Tourism Website & Social Media Services



DUNDEE
Oregon
—

THE CITY OF DUNDEE
REQUEST FOR PROPOSALS

DECEMBER 4, 2019

City of Dundee, Oregon

Request for Proposals Tourism Website & Social Media Services

December 4, 2019

Sections:

1. The City of Dundee
2. General Scope of Services Description
3. Proposal Requirements
4. Proposal Submittal
5. Evaluation of Qualifications

Attachment - Personal Services Contract

1. THE CITY OF DUNDEE

The City of Dundee, with a population of 3,230 is a semi-rural town located 30 minutes southwest of Portland in the Yamhill County wine country. Dundee residents enjoy an abundance of highly rated restaurants, award winning wineries, unparalleled vistas, and excellent quality of life. Dundee was incorporated in 1895 and is a home rule city operating under a city charter adopted in 1998. The City is governed by a City Council comprised of six Councilors and the Mayor. The City Administrator is the administrative head of city government and is appointed by the City Council.

2. GENERAL SCOPE OF SERVICES DESCRIPTION

The City is seeking assistance from an experienced social media and marketing firm to effectively promote the Dundee brand. An effective destination marketing program will result in increased visitor spending in Dundee, and increased occupancy/revenue per available room in Dundee-based commercial lodging facilities.

The City imposes a 10 percent local transient room tax (TRT) of which 70% of the collected TRT tax revenue is dedicated to the promotion of tourism and support of tourism-related facilities in Dundee. The nine members of the Dundee Tourism Committee are appointed by the City Council and are responsible for development of a long-range strategic plan aimed at promoting tourism in the City. The Dundee Tourism Committee meets once a month and assigns specific projects to sub-committees that meet as needed. The prospective firm will coordinate its efforts through the Dundee Tourism Committee.

The objective of the City is to award a two-year contract. The City may opt to extend the contract for an additional two-year term. The City may also decide to initiate a new RFP process at the close of any contract period or upon termination for any reason. The City anticipates an annual budget range between **\$30,000 and \$60,000** for this program.

Specifically, the prospective firm will conduct the following:

- Manage and maintain the City's tourism website at TravelDundeeOregon.com
- Maintain and update social media platforms with new content promoting Dundee
- Engage local merchants, developing and implementing in-person and electronic contacts
- Create resource content for tourism businesses
- Create and lead a marketing strategy
- Prepare press releases as needed
- Assist with grant writing to leverage Dundee's TRT with other partners
- Prepare a monthly activity report to be presented to the Dundee Tourism Committee
- Prepare minutes of the Dundee Tourism Committee regular monthly meetings
- Maintain working relationships with other Destination Marketing Organizations

and the format was readable by the City. If the submittal is hand delivered, it must be delivered to and stamped by personnel at the City of Dundee's City Hall, at the address above.

Questions, inquiries, or comments regarding this Request for Proposals should be directed to Rob Daykin, phone (503) 538-3922; email Rob.Daykin@dundeecity.org.

5. EVALUATION OF SUBMITTALS

The City intends to select the firm that provides the services requested by the City and exhibits the strongest ability to provide the desired services most effectively for the least cost. The selection review team shall be comprised of the City Administrator and the Dundee Tourism Committee. The City retains sole discretion in this decision. The City reserves the right to reject any or all submittals and to negotiate or hold interviews with any one or more of the respondents. The target date for final selection is , 2020.

ATTACHMENT – PERSONAL SERVICES CONTRACT

The attached contract form has been approved in concept by the Dundee City Attorney. Changes in the language and construction of the document must be raised and resolved in the RFP process. All participants are requested to delineate methods of compensation to be included in the final contract. In addition, participants are requested to cite and define any other proposed changes, additions, deletions or modifications to the final contract.

**CITY OF DUNDEE, OREGON
WEBSITE AND SOCIAL MEDIA MANAGEMENT AGREEMENT**

This Website and Social Media Management Agreement (“Agreement”) is made and entered into this _____ day of _____, 2020 (“Effective Date”) by and between the City of Dundee, a municipal corporation of the State of Oregon, hereinafter called (“Owner”), and _____, hereinafter called (“Consultant”).

RECITALS

WHEREAS, the Owner budget provides for services related to website and social media management for Travel Dundee Oregon; and

WHEREAS, Owner has need for the services of a company with a particular training, ability, knowledge, and experience possessed by Consultant, and

WHEREAS, Owner has determined that Consultant is qualified and capable of performing the professional services Owner requires, pursuant to the terms of this Agreement.

AGREEMENT

THEREFORE, the parties agree as follows:

1. **SERVICES TO BE PROVIDED.** Consultant shall initiate services immediately upon receipt of Owner’s notice to proceed together with an executed copy of this Agreement. Consultant agrees to complete work that is described in Exhibit A and by this reference made a part hereof (the “services”). The parties may modify the services by including desired changes in a written “change order” that explains the changes and the adjustment to the payment for the services that will result from such changes.

2. **EFFECTIVE DATE AND DURATION.** This Agreement shall become effective upon the date of execution, and shall expire, unless otherwise terminated or extended in writing, on _____, 2022. At Owner’s sole discretion, the duration of this Agreement may be extended an additional period of two years, no more than one time under the terms of this Agreement.

3. **COMPENSATION.** The Owner agrees to pay Consultant \$_____ per month for performance of those services described in Exhibit A. For special projects, outside the scope of Exhibit A, Owner shall compensate Consultant on a time and materials basis for a negotiated scope of work for that special project according to the fee schedule attached as Exhibit B. Owner must preauthorize all special projects. Any and all payments made to the Consultant shall be based upon the following applicable terms:

A. Consultant’s expenses are not reimbursable unless they are specifically identified as reimbursable in this Agreement.

B. Payment will be made in installments based on Consultant’s invoice, subject to the approval of the Owner.

C. The Owner certifies that sufficient funds are available and authorized for

expenditure to finance costs of this Agreement during the current fiscal year. Funding during future fiscal years shall be subject to budget approval by Dundee's City Council.

4. **OWNERSHIP OF WORK PRODUCT.** Owner shall be the owner of and shall be entitled to possession of any and all work products of Consultant which result from this Agreement, including any computations, plans, correspondence or pertinent data and information gathered by or computed by Consultant prior to termination of this Agreement or upon completion of the work pursuant to this Agreement.

5. **ASSIGNMENT/DELEGATION.** Neither party shall assign or transfer any interest in or duty under this Agreement without the written consent of the other and no assignment shall be of any force or effect whatsoever unless and until the other party has so consented.

6. **STATUS OF CONSULTANT AS INDEPENDENT CONSULTANT.**
Consultant certifies that:

A. Consultant acknowledges that for all purposes related to this Agreement, Consultant is and shall be deemed to be an independent Consultant as defined by ORS 670.600 and not an employee of Owner, shall not be entitled to benefits of any kind to which an employee of Owner is entitled and shall be solely responsible for all payments and taxes required by law. Furthermore, in the event that Consultant is found by a court of law or any administrative agency to be an employee of Owner for any purpose, Owner shall be entitled to offset compensation due, or to demand repayment of any amounts paid to Consultant under the terms of this Agreement, to the full extent of any benefits or other remuneration Consultant receives (from Owner or third party) as a result of said finding and to the full extent of any payments that Owner is required to make (to Consultant or to a third party) as a result of said finding.

B. Consultant is not an officer, employee, or agent of the Owner as those terms are used in ORS 30.265.

7. **INDEMNIFICATION.**

A. Consultant represents that all of its work will be performed in accordance with generally accepted professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of a Consultant's work or payment to Consultant by Owner shall not operate as a waiver or release.

B. Consultant agrees to indemnify and defend the Owner, its officers, employees, agents and representatives and hold them harmless from any and all liability, causes of action, claims, losses, damages, judgments or other costs or expenses including attorney's fees and witness costs (at both trial and appeal level, whether or not a trial or appeal ever takes place including any hearing before federal or state administrative agencies) that may be asserted by any person or entity which in any way arise from, during or in connection with the performance of the services described in this Agreement, except liability arising out of the sole negligence of the Owner and its employees.

8. **INSURANCE.** While this Agreement is in effect, Consultant shall maintain insurance coverage in the following minimum amounts:

Automobile Liability: \$100,000 per occurrence

Worker's Compensation: As required by law

Consultant shall provide the City with an endorsement naming the City, its officers, employees, and agents, as an additional insured.

9. METHOD & PLACE OF SUBMITTING NOTICE, BILLS AND PAYMENTS. All notices, bills and payments shall be made in writing and may be given by personal delivery, mail or email. Payments may be made by personal delivery, mail, or electronic transfer. The following addresses shall be used to transmit notices, bills, payments, and other information:

CITY OF DUNDEE	
Attn: Rob Daykin	Attn:
Address: PO Box 220 Dundee OR 97115	Address:
Phone: (503) -538-3922	Phone:
Email: Rob.Daykin@dundecOwner.org	Email:

and when so addressed, shall be deemed given upon deposit in the United States mail, postage prepaid. In all other instances, notices, bills and payments shall be deemed given at the time of actual delivery. Changes may be made in the names and addresses of the person to who notices, bills and payments are to be given by giving written notice pursuant to this paragraph.

10. MERGER. This writing is intended both as a final expression of the Agreement between the parties with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement.

11. TERMINATION. At any time and without cause, either party may terminate this Agreement at any time by providing 30 days advance written notice. In the event of such termination, the Owner shall be obligated to pay only for actual services provided by Consultant.

12. ACCESS TO RECORDS. Owner shall have access to such books, documents, papers and records of Consultant as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts and transcripts.

13. FORCE MAJEURE. Neither Owner nor Consultant shall be considered in default because of any delays in completion and responsibilities hereunder due to causes beyond the control and without fault or negligence on the part of the parties so disenabled, including but not restricted to, an act of God or unusually severe weather, or delay of supplies due to such cause; provided that the parties so disenabled shall within ten (10) days from the beginning of such delay, notify the other party in writing of the cause of delay and its probable extent. Such notification shall not be the basis for a claim for additional compensation. Each party shall, however, make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon cessation of the cause, diligently pursue performance of its obligation under the Agreement.

14. **NON-WAIVER.** The failure of Owner to insist upon or enforce strict performance by Consultant of any of the terms of this Agreement or to exercise any rights hereunder should not be construed as a waiver or relinquishment to any extent of its rights to assert or rely upon such terms or rights on any future occasion.

15. **ERRORS.** Consultant shall perform such additional work as may be necessary to correct errors in the work required under this Agreement without undue delays and without additional cost.

16. **ATTORNEY'S FEES.** In case suit or action is instituted to enforce the provisions of this contract, the parties agree that the losing party shall pay such sum as the court may adjudge reasonable attorney fees and court costs, including attorney's fees and court costs on appeal.

17. **GOVERNING LAW.** The provisions of this Agreement shall be construed in accordance with the provisions of the laws of the State of Oregon. Venue shall be in the Yamhill County Circuit Court.

18. **COMPLIANCE WITH STATE AND FEDERAL LAWS/RULES; NON-DISCRIMINATION.**

A. Consultant shall comply with all applicable federal, state and local laws, rules and regulations, including, but not limited to, the requirements concerning working hours, overtime, medical care, workers compensation insurance, health care payments, payments to employees and subcontractors and income tax withholding contained in ORS Chapters 279A, 279B and 279C, the provisions of which are hereby made a part of this agreement.

B. Consultant agrees to comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations. Consultant also shall comply with the Americans with Disabilities Act of 1990, ORS 659A.142, and all regulations and administrative rules established pursuant to those laws.

19. **CONFLICT BETWEEN TERMS.** It is further expressly agreed by and between the parties hereto that should there be any conflict between the terms of this instrument in the proposal of the contract, this instrument shall control and nothing herein shall be considered as an acceptance of the said terms of said proposal conflicting herewith.

20. **AUDIT.** Consultant shall maintain records to assure conformance with the terms and conditions of this Agreement, and to assure adequate performance and accurate expenditures within the contract period. Consultant agrees to permit Owner, the State of Oregon, the federal government, or their duly authorized representatives to audit all records pertaining to this Agreement to assure the accurate expenditure of funds.

21. **SEVERABILITY.** In the event any provision or portion of this Agreement is held to be unenforceable or invalid by any court of competent jurisdiction, the validity of the remaining terms and provisions shall not be affected to the extent that it did not materially affect the intent of the parties when they entered into the agreement.

22. **WAIVER; MODIFICATION.** No waiver, consent, modification, or change of terms of this Agreement shall bind either party unless in writing and signed by both parties. Consultant, by the signature of its authorized representative, hereby acknowledges that he/she has read this Agreement, understands it and agrees to be bound by its terms and conditions.

IN WITNESS WHEREOF, Owner and Consultant have executed this Agreement on the Effective Date.

City of Dundee:

Rob Daykin, City Administrator

(Name of Consultant):

Signature Name/Title

EXHIBIT A
Description of Services/Fees

EXHIBIT B
Fee Schedule



December 2, 2019

BOARD OF DIRECTORS

To: Dundee Tourism Commission
From: Oregon Truffle Festival

Maxine Borchering

Re: 2020 Lodging Shuttle support request

Megan Carda

Cheryl Crumbley

Darrel Kau

Charles Lefevre, PhD

Mike Thelin

In 2019, OTF with the support of the Dundee Tourism Committee, provided shuttle service to and from all events over the weekend on Saturday and Sunday for media and guests staying in the Dundee/Newberg area, including The Allison, Yamhill Flats and The Inn at Red Hills. A number of people were staying in private residences in the area, including some booked through Lifestyle Properties, as well as at local hotels who were not officially OTF lodging partners. Several also used private cars to and from the Chehalem Cultural Center, but wanted shuttle service to events involving wine on Friday and Saturday nights.

We used 2 local shuttle services, primarily Pinot Car, and some evening service from Black Tie Tours when it was headquartered at The Allison.

We are requesting the same support of \$3,000 in 2020, and plan to work again with Pinot Car, and hopefully NW Wine Shuttle. We are also excited to report that Lifestyle Properties has joined us as a lodging partner in addition to Inn at Red Hills and The Allison. All of Lifestyle's properties in the Newberg/Dundee area are participating in their offer

OTF deeply appreciates the support of the Dundee Tourism Committee, and we work hard to promote both DTC and all our lodging partners through website, print and social media outlets.

Thank you for your consideration,

Leslie Scott, OTF GM