Meeting of the Tourism Committee December 19th, 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, Ayla Holstein, and Marque Wright. Also in attendance: Rob Daykin, City Administrator; and Molly Baily, DNA PDX.

Minutes of the November 28, 2018 Tourism Committee were approved as presented.

The committee discussed paying DNA PDX hourly rate to take minutes.

Rob Daykin said that Dundee City Council approved to match the $10k portion that Newberg had hoped to contribute to the WVVA grant. Rob submitted the grant award acceptance contract to Tori at WVVA.

Marque Wright, Jennifer Sitter, and Megan Carda will be on the Wake up in Wine Country marketing subcommittee to work with DNA PDX on the project.

Ted, Jennifer, Nancy and Megan's terms on the committee are expiring, but they are all interested in staying on. The committee is currently looking for another member (this person does not need to be a resident of Dundee). Jennifer will reach out to the new marketing person at Dobbes to see if she is interested.

Molly gave a report on what her team did last month. We captured content on 12.12 as our initial experience. They captured a variety of content, including a series of cinemagraphs. Which are like photos, but with a video component where something that continuously moves. The team captured a hot toddy being poured at Babica Hen, coffee and hot chocolate with marshmallows at Red Hills Market, beer at Deception, Red Wine at Domaine Droughin and bubbles at Argyle.

DNA PDX got drone footage of a couple walking through the vines, heading up Worden Hill Road in their car, and heading into Red Hills Market with the Christmas lights on. Also filmed Jody putting up Christmas lights at RHM. DNA PDX got footage of the tasting room attendant at Domaine Droughin stoking a beautiful fire, a quick shot of the fireplace in the Market Lofts with a wine and cheese board. The team captured still imagery as well.

Molly encouraged the committee to share ideas, charismatic people, good stories, beautiful things, and words (soundbites and quotes). DNA might like to do a little series like... Come do NOTHING in Dundee. Photos and video of the quiet stillness. Then also show what you can do if you're feeling like it. DNA would like to do tutorials too. If anyone knows something they'd like to share like, how to saber a bottle of sparkling.

Lizzy from DNA gave an update on the data and results on the social media impact so far. She said that we are seeing a much higher rate of impressions.

The committee discussed updating the banners through the city. Molly will ask Ashley for a quote for design the banners.

A few new city updates were discussed:

- Vans and RVs sitting around town
- Inn at Red Hills has a new owner
- Marque said sales are up
- Megan said occupancy is up

Rob said he will ask the City engineer about what's happening with the sign at the end of town and talk about putting in the sign and hold off on landscaping.

Where the ODOT has their property, we want to do additional landscape to do the additional sidewalk. We'll have power and water there. It was discussed if we could put the welcome sign on the south side of Parks and 99W.

The committee discussed doing a write in campaign to ODOT to try and get a crosswalk at 7th.

Rob said he will email everyone content about the vacation rental rules and the February City Council meeting will involve discussion around the topic of forming a good foundational policy.

The meeting was adjourned at 9:55 am.

Ted Crawford

Ted Crawford, Chair