

# Agenda - Dundee Tourism Committee

**Date:** Wednesday, January 24, 20178      **Start:** 8:30 am

**Attendance:** Chair Ted Crawford \_\_\_\_, Joe Buck \_\_\_\_, Megan Carda \_\_\_\_, (CVCC?) \_\_\_\_, Diana Szymczak \_\_\_\_, Nancy Ponzi \_\_\_\_, Jennifer Sitter \_\_\_\_, Marque Wright \_\_\_\_, Noel Johnson \_\_\_\_,

<i><b>Agenda Items</b></i>	<i><b>Presenter</b></i>	<i><b>Time allotted</b></i>
1. Dundee Community Center parking lot \$ Request	Ted/Joyce Collins	10
<b>Action:</b>		
2. Aj Ramadan Update	Aj	15
<b>Action:</b>		
3. Deck the Hills Report	Diana	5
<b>Action:</b>		
4. South end Dundee Sign and Bypass signage	Rob/Ted	10
<b>Action:</b>		
5. 99W info. center and public bathrooms update	Ted	5
<b>Action:</b>		
6. CVCC Vacancy	Ted	10
<b>Action:</b>		

**Meeting of the Tourism Committee  
November 29th, 2017**

Committee Chair, Ted Crawford called the meeting to order at 8:30am at the Dundee City Hall. Members of the committee present at the Nov 29th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Sheryl Kelsh, Diana Szymczak, and Jennifer Sitter. Also present Rob Daykin, AJ Ramadan, and Cathy Martin from Argyle Winery.

The minutes from the previous committee meeting, October 25<sup>th</sup> 2017, were approved.

Cathy Martin discusses the Deck the Hills banners, where they will be located in the city, and that they will be taken down by January 7th. Jennifer talks about how we should start coming up with ideas for a banner that will replace the Deck the Hills banners after they are taken down. Cathy Martin discusses the Portland Monthly ad and what Argyle is doing to help bring people to Dundee for the holiday season. Megan briefly discusses the idea of certain lodging partnering up with Deck the Hills. AJ discusses the social media strategy and how he is going to raise likes, awareness, and drive more people to spend the night in Dundee. The committee discusses allocating funds and giving set numbers so budgeting can be streamlined. Ted discusses the bypass ribbon cutting ceremony on Dec 18<sup>th</sup> and when it might be open. Committee discusses the bypass and that they need a press release and party to raise hype about the new bypass. Committee discusses sidewalk project and when the paving will be done. Megan and Jennifer discuss a "thank you" banner to hang up after the holiday season. Committee briefly discusses the growth of vacation rentals in Dundee.

Committee discusses collaboration with FashionNXT. The committee agrees to let AJ talk to FashionNXT to start cultivating how the city and FashionNXT can collaborate. Sheryl discusses restaurant week and the videos they are creating to promote the event and when the event will be taking place. Jennifer discusses putting up a Billboard in Dundee.

The meeting was adjourned at 9:30am

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Ted Crawford, Chair

## Web and Social Media Monthly Update

### January 2017

Over the last month I have visited Dundee once a week to visit with the local shop managers and to eat at The Bistro. I met with Joy from Uptown Style, took some pictures at Domaine Trouvère, enjoyed a really nice meal at The Bistro, and met with the surrounding businesses. I was able to take a lot of pictures and get to know the people behind the places. I scheduled out a month's worth of posts to post 5-6 times a week, switching between posting to Instagram (which updates the FB page automatically) and posting directly to the Facebook page. I met with Cathy Martin at Argyle to discuss the events that happen each month in Dundee or that Dundee is a part of in the surrounding area.

I boosted one of the Facebook posts to see what kind of reach we would get. We were able to reach 809 people with 84 reactions (likes, loves, wows.. ect). We got a total of 76 likes 10 of those likes came from someone sharing the post to their wall and 4 loves 1 of which came from someone sharing the post to their wall. We got 21 post clicks and 3 shares. The total cost to boost the one post was \$35 for a week's worth of advertisement. I've attached a screen shot of the analytics below. Our posts that we do not boost reach an average of 2-3 reactions, with zero shares, and zero link clicks. I'm working on discussing give aways for social media with the other businesses in town. I'm hoping to start doing give aways on our social media platforms in the next two months to raise likes and social media buzz.

**809** People Reached

**84** Reactions, Comments & Shares *i*

**76**  
 Like

**66**  
On Post

**10**  
On Shares

**4**  
 Love

**3**  
On Post

**1**  
On Shares

**1**  
Comments

**1**  
On Post

**0**  
On Shares

**3**  
Shares

**2**  
On Post

**1**  
On Shares

**21** Post Clicks

**6**  
Photo Views

**2**  
Link Clicks

**13**  
Other Clicks *i*

**NEGATIVE FEEDBACK**

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

## Web and Social Media Monthly Update

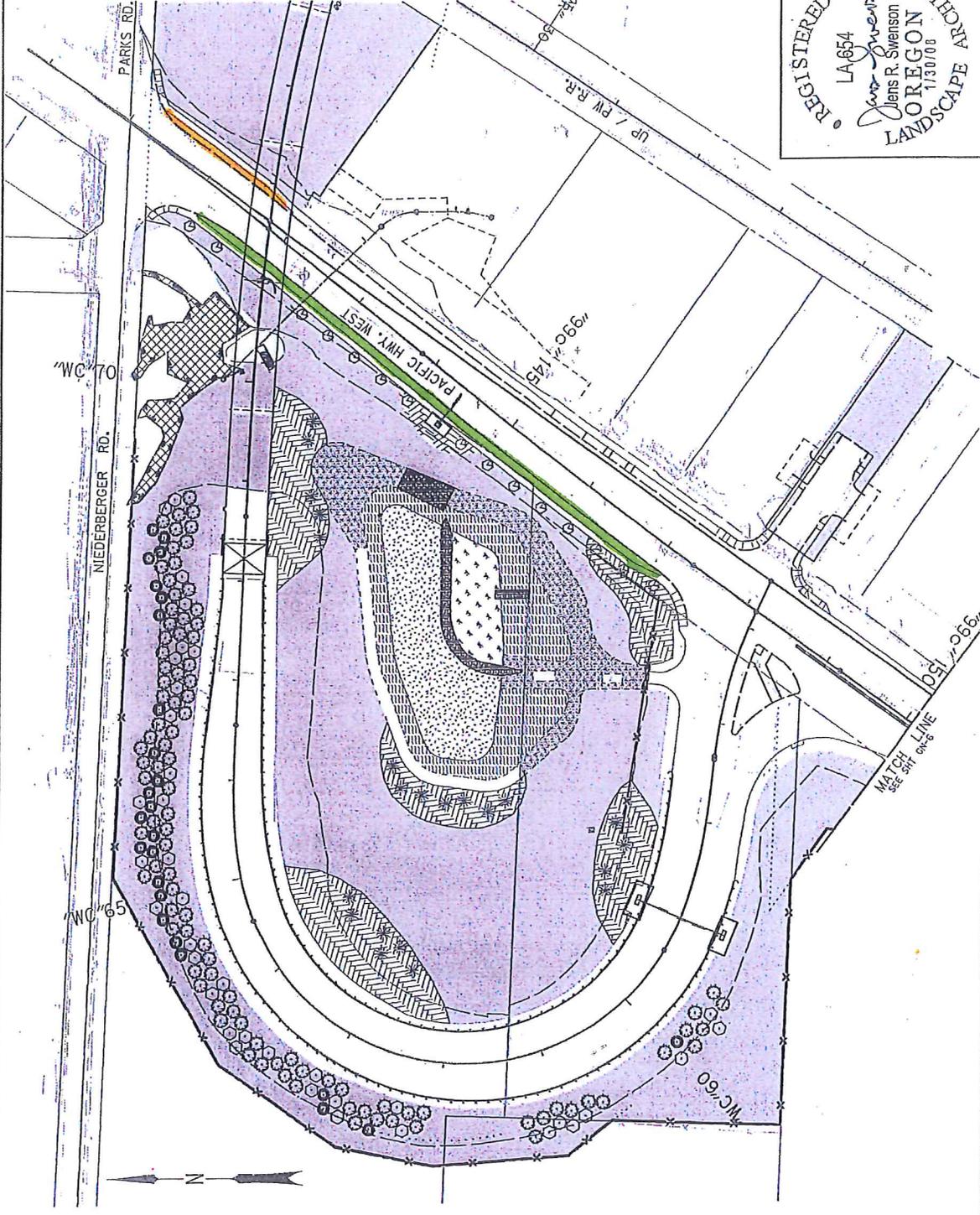
### December 2017

Over the last three weeks I have been building out the Facebook page post strategy. I have created post for Thursday through Sunday. The posts start out on Thursday promoting one of Dundee's charming Air BnB's, on Friday I promote one of Dundee's beautiful wineries and suggest an Air BnB for the weekend, and on Saturday and Sunday the post encourage visitors to come and taste wine for the day. I am figuring out what and who to post about on Monday through Wednesday posts. I have not been able to raise likes on the Facebook page. Without boosting posts we will not reach our target audience or gain the likes we want. On average, we are getting between 5-10 likes per post. Over the last three weeks we have only reached about 300 people.

For Instagram, we have surpassed the likes and follows goal and have reached 490 followers. That's 160 followers in the last month. The Instagram posts receive on average 50 likes per picture. I have not posted many pictures yet but will once I have the Instagram strategy in full swing. The last picture posted received 63 likes. With boosting our Instagram posts we can get a lot more likes and follows while reaching a larger broader audience.

I have updated the website to have working Social Media buttons at the bottom of the web page. You can now click on the buttons to take you to the Travel Dundee Facebook or Instagram. All events and Air BnB links have been updated this month on the website. I am still trying to set up meetings with the local business owners and will go full force with emailing them to meet after Christmas.

I have talked to Tito about what his visions are on FashionNXT collaborating with Travel Dundee. He has some good ideas and we came up with a few more while talking that I will discuss with the board at the December board meeting. I have also been talking with Kristin Anderson who is with Newberg's Camellia Festival and Run/Walk. They are interested in cross promoting and cross advertising with Dundee.



PLANTING LEGEND

-  Upland shrub planting area Type 1 (See details on sheet 6N-3)
-  Restoration seeding area
-  Stormwater facility shrub planting area (See details on sheet 6N-3)
-  Water Quality seeding area
-  Stormwater facility emergent planting area (See details on sheet 6N-3)
-  Existing wetland/no work area
-  Gravel access road
-  Blue-leaf Yucca, Pinus ponderosa (See details on sheet 6N-3)
-  Valley Ponderosa Pine, Pinus ponderosa, Vitameris (See details on sheet 6N-3)
-  Douglas Fir, Psuedotsuga menziesii (See details on sheet 6N-3)
-  Pineson Elm, Ulmus americana (Pineson) (See details on sheet 6N-3)
-  Western Red cedar (See details on sheet 6N-3)

**NOTES**  
 Set shrubs a minimum of 12-feet from traffic barriers and edge of pavement.  
 Set trees and tall shrubs a minimum of 10-feet from traffic barriers and edge of pavement.  
 Seeding area limits are approximate, seed only disturbed or open areas.  
 See additional notes provided on sheet 6N.

**OREGON DEPARTMENT OF TRANSPORTATION**

**Parametrix**

OR101 NEWBERG-BUIDEE BYPASS (PHASE 1D)  
 SALMON RIVER HIGHWAY  
 WASHINGTON COUNTY

Design Team Leader - Doug Gatus  
 Designed By - Jens Swenson  
 Checked By - Brian Harrison

**PLANTING PLAN**

SHEET NO. GN-5

REGISTERED  
 LA 654  
 Jens Swenson  
 JENS R. SWENSON  
 OREGON  
 1/30/08  
 LANDSCAPE ARCHITECT