

Agenda - Dundee Tourism Committee

Date: Wednesday, February 28, 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>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. AJ Ramadan Update	AJ	10
Action:		
2. Dundee's future relationship with CVCC	Ted	10
Action:		
3. Dundee / Newberg Website Collaboration	Jennifer	15
Action:		
4. Possible Updates to Dundee Transient Lodging	Megan	10
Action:		
5. 99W info. center and New Sign Update	Ted/Rob	5
Action:		
6. 2018/2019 Tourism Budget - precursor	Ted	10
Action:		

Meeting of the Tourism Committee January 24th, 2018

Committee Chair, Ted Crawford called the meeting to order at 8:30am at the Dundee City Hall. Members of the committee present at the Jan 24th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Jennifer Sitter, Marquee Wright, Noel Johnson. Also present Rob Daykin, AJ Ramadan, Cathy Martin from Argyle, and Ayla from Dundee Bistro

The minutes from the previous committee meeting, Nov 29th 2017, were approved.

Ted talks about the Women's Center asking for funds to assist paving their parking lot. Ted discusses that the parking lot is a tourism facility and that the tourism committee should help fund the project. The rest of the committee discusses what else the parking lot could be used for. The committee discusses the road connected to the parking lot and how it would affect the parking. The committee discusses future public parking lots and the how it's a part of the urban renewal plan. The committee discusses the future of the Women's Center building and what it will be used for. The committee discusses Andy Wilder's building that needs to be refurbished and what is holding up the project. Jennifer discusses creating logoed sandwich parking signs to donate to the local businesses. The board agrees to pay 2,500 dollars to the Women's Center parking lot project. AJ talks to the committee about Tito and FashionNXT and bringing a fashion show to Dundee during the slow season. Jennifer suggests that the Dundee AVA head the partnership with FashionNXT. The committee discusses paying for advertisement for FashionNXT. AJ discusses the progress of the social media accounts and the how the analytics are building. Ayla discusses Taste Dundee and why it is being done the weekend of April 28th. AJ discusses boosting Air BnB posts during events on social media and getting a list of the Air BnB's paying the lodging tax to get more heads in beds. The committee discusses the social media platforms and how we can expand. The committee discusses getting AJ a Travel Dundee email and business cards. The committee discusses the lodging on the website and how we should organize them. The committee discusses charging for placement on the website.

The meeting was adjourned at 9:30am

Ted Crawford, Chair

Web and Social Media Monthly Update

February 2018

Over the last month I have visited with the managers at Babica Hen and the Inn at the Red Hills. We discussed each business and how it is unique to the area. I learned about the tasting rooms attached and was able to get quite a few pictures for social media. I met with Susan Crow and discussed ad space for Dundee, Oregon in magazines such as Bend and Travel Yamhill Valley. I have sample magazines to show to the board as well as two more magazines I researched. I was also able to meet with one of the managers of the Angela Estate tasting room. He mentioned the West End being interested in helping bring a fashion show to Dundee. We also discussed how Angela of Angela Estate has her own fashion line and how its already in Nordstrom and another retail store. This could be a big help to bring a fashion show to Dundee. I composed a month's worth of social media posts for Facebook and Instagram for the month of February and into March. I met with a designer to start mock up drawings for Dundee's snapchat filter. I worked on and I am finalizing the monthly social media boost proposal for the board's approval.



DUNDEE *Oregon*

Monthly Marketing Proposal

HOW much will it cost? I believe we can reach a large demographic in specific targeted areas with a budget of \$600 a month. Split between Facebook and Instagram I would use \$300 on each platform to boost weekly posts and to gain more likes and follows. With \$600 we could boost each post on both platforms for \$15 dollars a post. This will allow us to build analytics and recognize which posts are affective and to what demographic they are reaching the most. After proper analytics are built the marketing budget can be increased to maximize proper outreach.

WHO will we be reaching? With the monthly budget, I will be boosting posts to target women, men, and groups to come stay and enjoy Dundee's amenities and wine country. Once the social media analytics are built we can specifically target our demographic with tailored posts geared towards each group.

WHICH posts will be boosted? I will be focusing on creating "heads in beds" posts to promote staying the weekend in Dundee in one of the local lodgings paying the lodging Tax to Dundee. I will also boost posts that feature Dundee's amenities such as the wineries, wine tours, dining experiences, events, and giveaway's.

WHY did I choose this budget? After meditating on my own experience, researching, and meeting with other social media managers I came to the conclusion that it's important for Dundee to learn about exactly who they want to market to. I believe \$600 is more than enough to help us create the analytics we need to learn. This will help us learn who our direct and specific targeted markets are and how we should advertize to them.

TRANSIENT ROOM TAX

LOCATION	BUSINESS NAME	OWNER / OPERATOR
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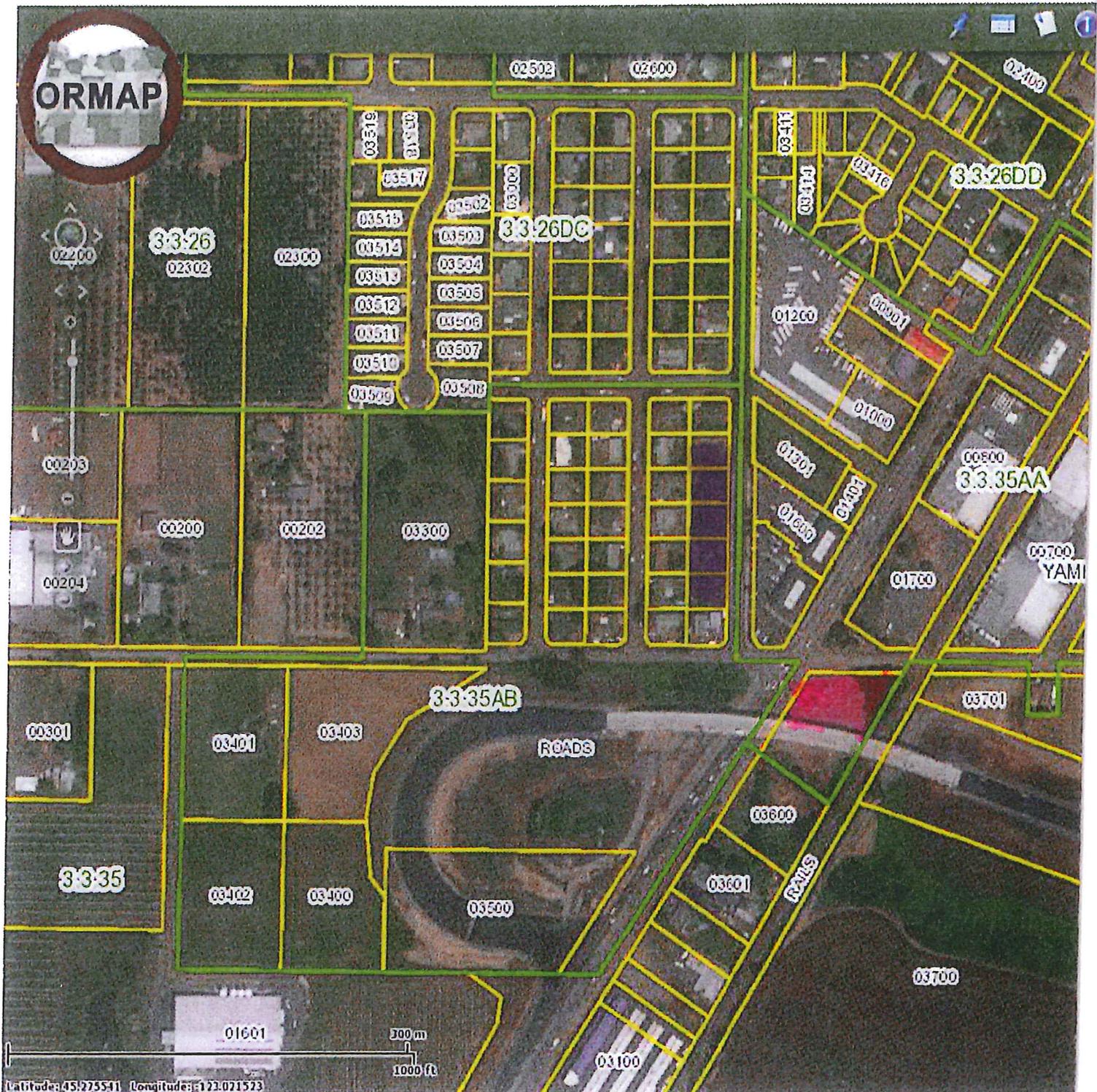
ACTIVE**Registered - Active****Hotel:**

1410 N Hwy 99W	Inn at Red Hills / Harvest Inn	Red Hills Partnership
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Vacation Rentals:

172 SW Hawthorne	Champagne & Rain	Virginia Pedersen
260 NW Chardonnay Street	Chateau Chardonnay	Chris Duncan
155 NW Plum Street	Chateau Pinot	Teresa Treinen
1029 SW Upland Drive	DWMBX LLC	Don Webb
767 SW 5th Street	Jeffrey and Gale Eckerd	Jeffrey and Gale Eckerd
1010 SW Red Hills Drive	Elevation 354 LLC	Jeanne Callahan
155 SW 7th Street	Market Lofts	Jennifer Sitter
249 SW 9th Street	Red Hills Cottage LLC	Robin & Danny Sikkens
395 SW Dogwood Drive	Dogwood House	Lifestyle Properties - Megan Carda
220 SW 11th Street	Garden Cottage	Lifestyle Properties - Megan Carda
120 SW Cherry Street	The Roost	Lifestyle Properties - Megan Carda
191 NW Dogwood	Uncorked	Lifestyle Properties - Megan Carda
202 SW Namitz Court	Dundee Comfort	Vacasa LLC - Veronica Moritz
292 NW Walnut	Dundee Wine Villa	Vacasa LLC - Veronica Moritz
760 Hwy 99W	Tina's Cottage	Vacasa LLC - Veronica Moritz
130 SW 7th Street	Methven Tasting Room Suite	Allen Methven

The Oregon Map GIS Viewer



Popular Vacation Rental Laws in the US

- 1) Prohibit STR in residential zones
 - a) Not much non-residential in Dundee
 - b) Consider affordable housing efforts and impact on neighborhoods
- 2) Don't Allow Clusters: 150-200 ft apart
 - a) Is this fair?
 - b) Who will monitor?
- 3) Limit rentals to a two week minimum
 - a) Used on east coast - would it work for the Willamette Valley?
- 4) Only use your home as a vacation rental if it is your primary residence - max 90 days of rental use
- 5) Cap # of permits, such as 20% of housing stock
- 6) Limit number of permits to 1 (or 2?) per property owner

Recommendations for Changes to Dundee Permit Process

- 1) Recommend increasing bedroom max to 4 or 5, with condition that there is one off-site parking space per bedroom; 2 minimum
- 2) Recommend to align TLT filing & payment with State and other local towns; quarterly reporting vs monthly
- 3) Require owner or local representative within ___ vehicular miles
- 4) Of the above rental regulations, I recommend the addition of #5. Coming up with the balance of how many STRs to have in the city with current housing inventory. What is the right balance for Dundee? 20%, 10%? I believe that with this we can both continue to grow tourism lodging at a fair and steady growth as well as ensure the community thrives and remains a place for families to live.
- 5) Recommend to City to prepare a document/fridge magnet to provide to STRs with "Good Neighbor" practices.