

## Agenda - Dundee Tourism Committee

Date: Wednesday, March 28, 20178      Start: 8:30 am

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

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

## **Meeting of the Tourism Committee February 28th, 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 Feb 28<sup>th</sup> tourism meeting included: Ted Crawford, Megan Carda, Jennifer Sitter, Marque Wright, and Nancy Ponzi. Also present Rob Daykin, AJ Ramadan, and Rob Felton from the TLT Committee.

The minutes from the previous committee meeting, January 24th 2018, were approved as amended.

AJ updates the committee on who he has been meeting with in Dundee and goes over advertisement possibilities in print. The committee decides that doing digital and online advertisement is better than doing physical print. AJ talks about how he met with the managers at Babica Hen and the Inn at Red Hills and how they will be helping support the social media give-aways for Travel Dundee. AJ talks about how Angela of Angela Estates is a fashion designer and how that could help bring a fashion show to Dundee. AJ talks about getting Dundee a Snapchat filter for tourist and snapchat users to use. AJ proposes a \$600 monthly social media marketing budget to the committee. The committee approves the budget. Rob discusses the list of vacation homes and the committee talks about how we will present it on the Travel Dundee website. The committee discusses where they get their revenue from and how much comes from vacation homes and the Inn at Red Hills. Ted discusses Travel Dundee's relationship with the Chamber and that the committee should stop giving them money. The committee discusses staying with the Chamber but having a TLT member come to the Travel Dundee meetings and having the Chamber use the money that Travel Dundee gives them for Dundee only. Rob Felton discusses Newberg and Dundee creating one website and working together to bring in more tourists to both areas. The committee agrees with Rob Felton and thinks Dundee and Newberg should collaborate together and build a sharing website. The committee briefly talks about the vacation home rentals ordinances that they would like to change but moved the subject to the next meeting to give it more talking time. The committee discusses where they are going to put the South entry to Dundee sign. Rob Daykin discusses the areas with irrigation and power in Dundee that the sign could go. Rob discusses the price of the sign. Nancy discusses with the group about having someone represent her at some of the Travel Dundee meetings. Rob discusses the 2018/2019 Tourism Budget – Precursor to the committee. The committee discusses where the money in the budget should be allocated.

The meeting was adjourned at 10:17am

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Ted Crawford, Chair

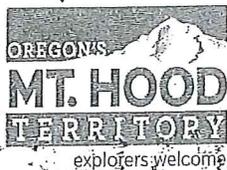
# RESOURCE FLOW



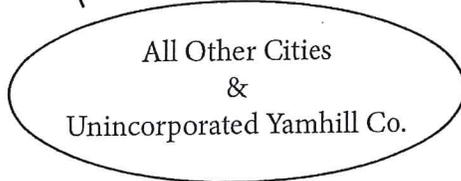
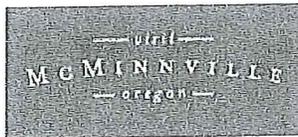
travel  
**PORTLAND**



*The Tualatin Valley*  
Oregon



**EASTERN OREGON**



OTHER ORGS INDEPENDENTLY MARKETING  
WILLAMETTE VALLEY WINE COUNTRY



APPROX. ANNUAL BUDGETS

	\$37,000,000
	\$650,000
	\$0
	\$830,000
	\$33,000
	\$144,000
	\$32,000
	\$1,220,000
	\$940,000

marketing & communications only

WINE COUNTRY LICENSE PLATE REGIONS  
& VINEYARD ACREAGE 2015

Region 1	Yamhill	8,354	29.8%
	Marion	2,084	7.4%
	Polk	4,820	17.2%
Region 2	Lane	1,727	6.2%
	Linn	33	0.1%
	Benton	427	1.5%
	Clackamas	469	1.7%
Region 3	Douglas	2,688	9.6%
	Josephine	1,107	3.9%
	Jackson	2,206	7.9%
	Klamath	0	
	Lake	0	
Region 4	Sherman	10	0.0%
	Gilliam	0	
	Morrow	0	
	Umatilla	1,335	4.8%
	Union	0	
	Wallowa	0	
	Wheeler	0	
	Grant	0	
	Harney	0	
	Baker	7	0.0%
	Malheur	28	0.1%
Region 5	Columbia	0	
	Multnomah	42	0.1%
	Washington	1,863	6.6%
Region 6	Jefferson	15	0.1%
	Deschutes	39	0.1%
	Crook	0	
Region 7	Hood River	282	1.0%
	Wasco	488	1.7%
Region 8	Clatsop	0	
	Tillamook	0	
	Lincoln	0	
	Coos	9	0.0%
	Curry	0	

## 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.