Agenda - Dundee Tourism Committee

Date: Wednesday, April 25, 2018 **Start:** 8:30 am

Attendance: Chair Ted Crawford ___, Joe Buck ___, Megan Carda ___, Ayla Holstein ___, Kristen Rice___, Nancy Ponzi ___, Jennifer Sitter ___, Marque Wright___, Noel Johnson___ Others?

Agenda Items	***Presenter***	***Time allotted***
1. AJ Ramadan Update	AJ	15
Action:		
2. County tourism efforts	Ted	10
Action:		
3. Dundee / Newberg TLT Collaboration Update	Ted	10
Action:		
4. Dundee Transient Lodging Rule Update	Megan	5
Action:		
5. New Sign Update	Rob	5
Action:		
6. Taste Dundee Update	Ayla	10
Action:		

Meeting of the Tourism Committee
March 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 March 28th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Nancy Ponzi, Noel Johnson. Also present, Rob Daykin, AJ Ramadan, Ayala Holstein from Taste Dundee, Kathy Martin from the Dundee Hills Wine Growers Association, and Dennis Lewis from the Newberg TLT.

The minutes from the previous committee meeting, February 28th 2018, were approved.

AJ updates the committee on social media and advertisement for Dundee area. AJ talks about Snapchat and shows the sample filter for Travel Dundee. AJ explains the use of snapchat and how it works. AJ discusses social media and how effective the ads have been and what posts he has been spending the advertisement money on. The committee discusses the different states that we should advertise to. The committee discusses who Travel Dundee can partner with to help bring more tourism. AJ updates the committee on the changes he made on the website. The committee discusses the lodging on the website and how it should be organized. AJ talks about the businesses he visited while in town.

Ted discusses the Chamber of Commerce and the committee's future relationship with them. The board discusses what position Travel Dundee should have with the Chamber. Dennis Lewis talks about the Chamber trying to find their direction and position in the city. Dennis talks about the Chamber wanting to be business focused and not tourist focused. The committee talks about how the chamber is using money for tourism. Ayla discusses how the Chamber is prioritizing their position in the city and how Travel Dundee shouldn't break their ties with the Chamber. The committee discusses having a new representative from Travel Dundee sit on the Chamber committee. Ayla volunteers to be the person who sits on both committees. The board discusses changing the position on the board to a generic resident position. Ted discusses hiring a Marketing Director for the Newberg Dundee collaboration. Ted talks about how Travel Dundee's revenue is growing. Dennis discusses how the TLT might start working with the Chamber. Dennis discusses how Dundee and Newberg should be collaborating and partner with each other to bring more tourist to the whole area. Ted discusses getting on the email list to the Yamhill County tourism meeting.

Megan recaps the Yamhill County Tourism Summit. Megan discusses that Dundee doesn't not have a connection to Willamette Valley Visitor Association and without the connection to WVVA, Dundee is not connected to Travel Oregon, losing out on marketing funds. The board discusses how they can reconnect to WVVA and what type of group they can create to reconnect. Megan talks about the vacation homes regulations will need to change so Dundee can make more lodging tax money.

The meeting was adjourned at 10:15am

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Ted Crawford, Chair

Web and Social Media Monthly Update

April 2018

Over the last month I had the pleasure of visiting Duck Pond Cellars, Purple Hands Winery, and Harvey Creek Trail. I took pictures for social media and learned about the wineries histories and flavors. I cultivated a month's worth of social media post on both Facebook and Instagram. I boosted the post on social media and focused on pushing the Taste Dundee videos and information. Our social media likes have gone up. On Facebook we gained almost another 40 followers and we gained 100 more followers on Instagram this month. I spent some time researching grants that we could apply for. I found a few but nothing has opened up yet except the Competitive Medium Grant Cycle from Travel Oregon. I have already started the application process. I emailed a few people and have been put on email lists to receive emails about grants and when you can apply to them. I'm still researching Snapchat. Teds nephew Kasey is helping us figure out all the details.