

Agenda - Dundee Tourism Committee

Date: Wednesday, May 30, 2018 **Start:** 8:30 am

Attendance: Chair Ted Crawford ____, Joe Buck ____, Megan Carda ____, Ayla Holstein ____, Nancy Ponzi ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Others?

Agenda Items	Presenter	Time allotted
1. AJ Ramadan Update and Conference Download	AJ	20
Action:		
2. County Tourism Collaboration Efforts	Megan/AJ/Ted	10
Action:		
3. Taste Dundee Download	Ayla	10
Action:		
4. Dundee Transient Lodging Rule Update – if any	Megan	10
Action:		
5. New Sign Update	Rob	5
Action:		
6. Suggestions for new committee member	Ted	5
Action:		

Meeting of the Tourism Committee April 25th, 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 April 25th tourism meeting included: Ted Crawford, Noel Johnson, Nancy Ponzi, Marque Wright, Megan Carda, and Jennifer Sitter. Also present Rob Daykin, AJ Ramadan, Kristin Rice from Dobbs Family Estate, and Cathy Martin from Argyle.

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

AJ discusses the wineries he visited in Dundee. AJ talks about the updates with Snapchat and how the Travel Dundee social media is growing its followers each month. AJ discusses the Governor's tourism conference he will be attending in Bend. AJ talks about grants that would help Dundee bring in more tourism and heads in beds. The committee discusses the grants and what they could use the money for and how they can get more people into Dundee in the slow season. Rob discusses when the side walk project and street paving project will be finished. The committee discusses using the grant to get festive lights for the lamp posts and possibly doing a Santa Clause wine crawl or a holiday market. The committee discusses the idea of getting a complimentary shuttle that will give people rides to all the wineries on the weekends. Ted talks about how the county could make more money to generate money for a DMO. He suggests taxing the wineries and the lodging outside of the city limits. Ted talks about how the county needed to get a DMO in order to get more money for Dundee. The committee discusses organizing their own DMO with Newberg. The committee discusses how the DMO structure works and how tourism money flows back to Dundee. Cathy suggest creating a wish list of ideas that Dundee could get grants for so that the committee is ready to apply for grants ahead of time. Ted suggests a committee meeting dedicated to a brain storming a wish list for Dundee projects. Noel and Megan discuss other cities issue vacation housing permits. Rob discusses the new sign and where the sign can be placed. The committee discusses all the potential areas the sign can be placed. Kristin updates the committee on the Taste Dundee event and its growth.

The meeting was adjourned at 9:30am

Ted Crawford, Chair

Web and Social Media Monthly Update

May 2018

Over the last month I curated thirty days of social media posts for both Facebook and Instagram. PINK the singer was in Dundee and after we reposted an Instagram post with her in it she started following the Travel Dundee Instagram page. I went to the Governors Tourism Conference in Bend at the beginning of the month and learned a lot about our industry and how we can get more for Dundee. I met with Willamette Valleys Regional DMO's, Becca and Tori. We discussed grant writing and other things I can do to get more money for Dundee and how I can market the area in other areas in the state. They haven't had the pleasure of visiting Dundee yet, so I am setting up an itinerary and will be taking them around for a day to see how much Dundee has to offer.

I met with a man named Jason Lewis-Berry. He is the Regional Solutions Director/Jobs & Economy Policy Advisor for Oregon. I happen to mention that I was curious about creating a sister city in Japan to create more international tourism for Oregon and he connected me to a man named Toru in Japan who is the equivalent to what a DMO is here. I have started a conversation with him and two Japanese Ambassadors from the Governor's office here in Oregon about how we can make this a successful union. The city in Japan is called Obuse. While I was at the conference I took multiple workshops on International Tourism, Social Media Marketing, and Advanced Grant Writing. I made connections with Travel Oregon and Travel Portland. Both groups would like to help promote Dundee and the Willamette valley more and have offered to help me learn how other areas are successfully doing it. I am working with Travel Oregon to get a list of Receptives (agents who create international itineraries) to help create international itineraries and programs for tourists outside of America to enjoy while they visit our area.

While at the conference I walked through the vendors and talked with each of them about their services. One in particular stood out as a possible asset for Dundee. The company is called Certified Folder Display Service, Inc. They have racks in hundreds of hotels and lodging properties across the state. These programs are a great way to saturate our local market or target an important feeder market. All hotel programs are 50% off for non-profit organizations. The Travel Oregon Welcome Center program is also another potential benefit to Dundee. You can purchase individual centers, like PDX, for \$25-\$75 a month depending on the center, but most of the advertisers buy distribution in all of the centers for \$90 a month. These centers are staffed with Travel Oregon Representatives who helped over 200,000 visitors plan their activities in Oregon - a huge value to an organization like ours! The only discount available for the Welcome Centers is an 8% prepay discount. They have worked with hundreds of organizations across the state, but here is a list of a few in our area. We can ask a few on the list that we know and see how well this program works.

- City of Forest Grove
- City of Carlton
- Hillsboro Chamber
- Dundee Hills Wine Growers**
- Washington County Visitor's Association
- Visit McMinnville**
- Ponzi Vineyards**
- Evergreen Space Museum
- Tree to Tree Adventure Park

I am meeting with the same company who did the Rain or Shine video on June 1st. DNA Productions. I am conversating with them about what type of video campaign we can put together for our shoulder season. They said if we are getting the money from a grant that they would donate some of their time as an in-kind donation to help with costs.

Last week I sat in as Teds proxy for a DMO meeting. I talked with Jeff Knapp about the DMO position and how I would like to apply for it. He told me I was already doing what a DMO would be doing and that I should consider being the DMO for the Dundee/Newberg area.