

Agenda - Dundee Tourism Committee

Date: Wednesday, June 27, 2018 **Start:** 8:30 am

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

Agenda Items	Presenter	Time allotted
1. AJ Ramadan Update	AJ	10
Action:		
2. County Tourism Collaboration Efforts	Megan/AJ	15
Action:		
3. Façade Improvements – get something done...	Ted/Rob	10
Action:		
4. Discuss grant opportunities	AJ	15
Action:		
5. New Sign Update	Rob	5
Action:		
6. Area updates	All	5
Action:		

Meeting of the Tourism Committee May 30th 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 May 30th tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Jennifer Sitter, Noel Johnson, Ayla Holstein. Also present Rob Daykin, AJ Ramadan, Cathy Martin from Argyle and the AVA.

The minutes from the previous committee meeting, April 25th 2018, were approved.

Cathy Martin talks about an article written about Dundee in the Oregonian. Cathy talks about the Dundee Hills Wine Growers bringing eight media producers to Dundee June 8th-11th to help bring more awareness to the unique Dundee area. The committee talks about the old paddle launch that used to be in Dundee and what steps we could take to revive the launch area. The committee talks about the new aquatic center in Newberg. The committee talks about updating the walking map. The committee discusses who should be nominated as the new Travel Dundee committee member. Cathy and Noel discuss how the by-pass opening has helped bring in more customers. AJ discusses how well Travel Dundee's social media is doing. AJ updates the committee on what he learned at the Governors Tourism Conference in Bend. He talks about meeting with the Regional DMO's and how they will help Dundee get grants for the area. AJ also discusses other ways that Dundee could get a larger reach through print and visitors centers. Jennifer discusses changing the walking map to have a post card tourist can detach and send to family and friends. The committee discusses Dundee's demography. Noel discusses doing a sweepstakes for the Dundee area. AJ discusses how give-aways will really help grow social media followers. AJ discusses the grant he is applying for to get media work done for the shoulder season. Megan talks about how the TLT board got approval from Newberg city council to hire a marketing director and that the TLT board would like to partner and combine efforts with Dundee. Megan says they hope to hire the marketing director by November 2018. Jennifer discusses how the Chahalem Chamber has some money to put towards the marketing director and when they let go of the contract on running the visitor center there will be more money for the marketing director and to market the Dundee/Newberg area. Ayla talks about the numbers from Taste Dundee and what they will be doing next year. Ted talks about a new transient tax that will be sent to the voters. Megan asks the committee if they would help pay for the WVVA fee to help have a representative on the seat. The committee agrees to pay \$500 to help support the WVVA committee seat. The committee discusses how the DMO structure works and how we get more money by having a DMO.

The meeting was adjourned at 9:30am

Ted Crawford, Chair

Web and Social Media Monthly Update

June 2018

Over the last month I curated thirty days of social media posts for both Facebook and Instagram. We have hit over a thousand followers on Instagram and we are close to a thousand on Facebook. I went to a couple meetings for the YCTP DMO discussion. I went to a Travel Oregon's heritage grant writing program in McMinnville. If Dundee wants to try and get the paddle launch open again heritage grants could be a possible tool to help. I took a day in Dundee and took pictures at different establishments and different areas of Dundee. I will be using it all for original creative content for social media. I have started writing the grant for the off season media project. I have met with DNA productions and discussed a collaborative video to be made of the Dundee/Newberg area. Highlighting all the unique places to stay, eat, play, drink, and explore. Jeff Knapp and Carr Biggerstaff have both agreed to give me support letters. I will need on from Dundee as well to add to the grant package.