

Agenda - Dundee Tourism Committee

Date: Wednesday, October 24, 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	5
Action:		
2. Transition of AJ to Kristin	AJ/Kristin	10
Action:		
3. Grant Application Status / Resubmit	AJ/Guest	10
Action:		
4. Dundee-Newberg Tourism Collaboration	Ted/Rob F.	25
Action:		
5. County-wide Tourism Collaboration Efforts	Ted/Megan	5
Action:		
6. Deck the Hills	Ted/Cathy	5
Action:		

Meeting of the Tourism Committee August 22, 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 August 22nd tourism meeting included: Ted Crawford, Joe Buck, Megan Carda, Jennifer Sitter, Noel Johnson, and Matt Daley. Also there, AJ Ramadan and Cathy Martin.

The minutes from the previous committee meeting, June 27th 2018, were approved.

AJ gives his monthly update and discusses the grant and how Newberg and Dundee will be working together to get more heads in beds with a new media campaign "Wake Up In Wine Country". AJ gives his feed back to the committee on their six-month review of him. The committee discusses the Oregon Truffle Festival and how Dundee can help support and promote the shoulder season event. Megan Carda requests that the festival not do it over Valentine's Day weekend. The committee talks about how the truffle festival could be better organized and suggest putting someone from Dundee on the board. Cathy Martin suggests helping the organizers of the event to make it better. The committee agrees the festival brings in people to the area and decides to support but will have some requirements. The committee talks about Lumpy's and how they need to enhance their parking lot with landscape. The committee agrees to help Lumpy's update their sign, parking lot, or façade. Ted talks about how Domaine Serene is buying property and has a master plan to build a hotel. The committee discusses the other investors buying property and the future of Dundee. The committee discusses the "Welcome to Dundee" sign being put in by spring. Jennifer Sitter discusses putting up signs that help people navigate around Dundee. Jennifer discusses meeting with a writer from Oregon business and how they will be doing an article on Dundee in September.

The meeting was adjourned at 9:30am

Ted Crawford, Chair

Meeting of the Tourism Committee September 26, 2018

Not enough members for a quorum. Members of the committee present at the September 26th tourism meeting included: Ted Crawford, Jennifer Sitter, Nancy Ponzi, and Ayla Holstein. Also present, AJ Ramadan, Rob Daykin, and the Luminosa Cycle Event; Deanna Kavanaugh, Tom Slick, April Severson, Kristin Anderson.

Minutes of the August 22, 2018 meeting were not approved due to a lack of quorum.

AJ gives his monthly update and discusses when the grant will be awarded and how great the grant team worked together. AJ talks about how the video production team will be filming as soon as we are awarded the grant to get the campaign ready for shoulder season. AJ discusses how he will be leaving to Kuwait in November for a couple months and will need to be replaced. AJ discusses Kristin Anderson taking over the position. The committee discusses the best practices to winning a grant. The Luminosa team discusses the charity event they throw and how they would like to throw the event in Dundee. The committee discusses the event and how it could be done in Dundee. The committee discusses the event being held in the park and where people could park. The committee discusses Luminosa and Taste Dundee working together. Ted discusses how Newberg Transient is moving forward to hire executive director for marketing. The committee discusses the collaboration with Newberg. The committee talks about Wine Legacy and how they plan to invest 100 million dollars into a master plan for Dundee.

The meeting was adjourned at 10:39 am

Ted Crawford, Chair

Web and Social Media Monthly Update

October 2018

Over the last month I curated social media posts for both Facebook and Instagram. We did not receive the grant due to us not having a Federal Tax ID (IRS tax exempt determination letter), and the required W9 form. Rob Daykin sent me over what he believed would be the correct paperwork, but it was not accepted. We will be applying for the WVVA Fall Grant instead with the same proposal but with the proper paperwork.

October 17, 2018

RE: Travel Dundee - Wake Up in Wine Country: Travel Dundee

Dear Abdellah,

Thank you for applying for a 2018-2019 Travel Oregon Competitive Small Grant. The Review Committee faced an immense challenge in reviewing and making recommendations for funding as all the grant project ideas held merit.

We regret to inform you that your project was not selected to be funded in this cycle. Due to the high number of proposals received, any application that did not complete the requirements listed on page six of the Grant Guidelines was removed from consideration. Unfortunately, your application did not include the required proof of Federal Tax ID (IRS tax exempt determination letter), and the required W9 form. Further information about the proof of Federal Tax ID requirement is included on Travel Oregon's Competitive Grants Program website under frequently asked questions (FAQs). The Willamette Valley Visitors Association currently has its grant application period open until Nov. 1, 2018.

We hope you will consider applying for another Travel Oregon Competitive grant in the future. With such a high volume of applications for this program, it's important to double check your supporting documents and budget prior to submitting your application.

We encourage you to continue partnering with your [Destination Management Organization \(DMO\)](#) and [Regional Destination Management Organization \(RDMO\)](#). They hold a wealth of knowledge on marketing your region to visitors and have information on tourism statistics and development assistance that may benefit your project. The sooner you are able to connect with your RDMO about your project idea, the more guidance they may be willing to provide you with how it connects to initiatives for your region. Your region may also have additional tourism funding opportunities.

Travel Oregon will open its 2019-2020 Competitive Small Grants Program on May 20, 2019 with an application deadline of June 19, 2019. This program funds requests up to \$20,000 with a required 10% cash match.

Travel Oregon offers multiple ways for you to stay informed of what's happening in the travel and tourism industry. Our [Industry eNewsletter](#) is the one-stop shop for partnership opportunities, including grant program announcements, events and research updates.

If you have further questions regarding your grant application or project idea. Please feel free to contact me at Grants@TravelOregon.com to set up a time for a phone conversation.

Sincerely,



Michelle Woodard
Grants Manager