



# CITY OF DUNDEE TOURISM COMMITTEE MEETING

WEDNESDAY, JANUARY 21, 2026, 10:00 AM

Location: Dundee Fire Station community room, 801 N. Highway 99W Dundee, OR 97115

Zoom Link:

<https://us02web.zoom.us/j/84269617223?pwd=KEFwn5RwU9Z6csizRV9mdNY0nr2Lam.1>

1. 10:00 am - Open Tourism Committee Meeting and Review Agenda (Councilor Chiper)
  - Agenda Review
  - Approve November 19, 2025 Minutes
  - Update on Tourism committee code amendment from January 20, 2026 Council meeting
  - Icebreaker – What's your favorite place to visit in Oregon?
2. 10:10 am – Budget review and discussion (Courtney Patterson, City Administrator)
  - Prior years' revenue
  - FY 25-26 approved tourism fund budget
3. 10:30 am – Discuss and agree to potential Oregon wine country grant applications
4. 11:00 - Review Greenhouse Collaboratives Proposal (All)
5. 11:30 am – Discuss desired roles and responsibilities (All)
  - Strengths: Shared vision and interest to attract visitors to Dundee, committed volunteers, many years of experience with the committee and work
  - Challenges: No dedicated staffing, communication with Council and other initiatives
  - Each member describes desired roles and responsibilities
  - Build consensus on desired roles and responsibilities
6. 12:15 pm – Meeting close out and look ahead to next meeting (Councilor Chiper)
  - Summarize any decisions, actions, and assignments
  - Solicit agenda topics for next meeting
7. 12:30 pm - Adjourn

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The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to City Hall at 503.538.3922.



## Meeting of the Tourism Committee November 19, 2025

Ted Crawford called the meeting to order at 10:00 am via hybrid meeting Dundee Fire Station / Zoom Web Conference

Committee Attendees: Ted Crawford, Megan Carda, Jennifer Sitter, Mary Gregoire, Michelle Kropf and Bethany Caruso

Via Zoom: Mila Headley and Sondra Storm

Committee Absentee(s): Chair Alex Chiper.

Other Attendees: Juli Eagle, Josh Hren

Via Zoom: John Southgate and Cathy Martin

**Marketing Update:** Josh Hren representing Greenhouse Collaboratives provided updates on Instagram, Facebook and website metrics, along with an October recap that included their DHWA partnership that acknowledged the Oregon Wine Country License Plate Matching Program and getting that grant finalized. He went on to provide details of the Rainy Days and Cozy Stays details including the total money spent, cost per web click and target audience.

**Destination Dundee:** It was briefly discussed the confirmation for the Deck the Hills details including the budget of \$4,600 and their reasoning for the ad campaign. Last update was regarding the 99W billboard and the new one going up next week, with an advertising period of November 24<sup>th</sup> through November 28<sup>th</sup>. A brief discussion took place regarding the downtown Dundee itinerary and getting the design complete that will include a one-page guide that will also be available online, to which businesses could easily print off and share with visitors. Discussion continued with the usage of Pinterest.

Bethany Caruso provided an update on the TGM Grant during last night's city council meeting, where the near-final sign concept was approved. She also confirmed that the wayfinding project is moving forward and that work on phase one was underway. A brief discussion followed with members including Megan Carda and Michelle Kropf raising concerns regarding the sign, specifically that they were unaware businesses would be included. Caruso clarified that the concept had previously been presented to the committee, returned with feedback, and revised accordingly, with the current design reflecting that input.

Additional discussion continued with Bethany responding to ongoing pushback, with the hope of a more simplified design. Sondra Storm acknowledged the importance of how the sign is presented while noting that the matter and process had been reviewed in prior meetings.

Megan expressed dissatisfaction with prior communications and suggested a vote to simplify the sign. Ted Crawford acknowledged that Bethany was fulfilling the duties for which she was hired. Megan also expressed concern that the design had already been approved by Council, to which Bethany reiterated that the project had been brought to the committee multiple times throughout the process.

The discussion then shifted to committee communication and tourism funding oversight. Ted noted that the committee chair should be more involved in agenda setting and coordination with

Council. It was suggested that a small number of members attend the next Council meeting to share additional design feedback. John Southgate clarified that subcommittees may make recommendations but not decisions and noted that Bethany had presented the design to Council under the understanding that it had committee support.

Further discussion ensued including the possibility of pausing the sign project to allow the committee additional time to redefine recommendations. Megan suggested a “soft pause” to Council, and the committee reached consensus to bring that recommendation forward at the next Council meeting.

Discussion then addressed whether the recommendation could be approved via email amongst committee members. Bethany questioned whether this would comply with public meetings requirements, and Ted indicated that, as a recommendation only, it would be permissible.

The conversation returned to sign content, with the suggestion to list “20+ wineries” rather than individual names. Bethany then suggested phrasing such as “Wine Country Up Ahead” as an example.

It was discussed to meet December 1, before the next Council meeting and to be placed on the agenda. Additional coordination was discussed, including Megan to email committee members

**Third Thursday Update:** A brief discussion ensued regarding when the snowflake lights would be installed and getting in touch with the Interim City Administrator, Brandon Hamilton, to confirm the date.

**Finalize January Retreat Date:** A brief discussion ensued regarding when to hold the next upcoming retreat in January. It was discussed to still meet as a committee in December and set an agenda for the retreat and to meet January 15<sup>th</sup>.

Meeting was adjourned at 11:35 AM.

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Chair, Alex Chiper

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Interim City Administrator, Brandon Hamilton

Tourism Fund - 151	Year 22/23	Year 23/24	Year 24/25
Revenue	Actual	Actual	Actual
Taxes			
Transient Room Tax	\$ 155,220	\$ 155,566	\$ 175,714
Intergovernmental			
Oregon Tourism Comm Grant	\$ 28,000	\$ 35,485	\$ 85,856
Misc Revenue			
Investment Interest	\$ 4,538	\$ 8,244	\$ 6,700
<b>Total Revenue</b>	<b>\$ 187,758</b>	<b>\$ 199,295</b>	<b>\$ 268,270</b>



**City of Dundee**  
Statement of Revenue & Expenditures  
Tourism Fund - 151  
From 11/01/2025 Through 11/30/2025

		Current Period Actual	Current Year Actual	Total Budget	Percent Total Budget Remaining	Total Budget Variance
<b>REVENUES</b>						
Taxes						
Transient Room Tax	151-00-417-00	14,030	95,696	165,000	42.00%	69,304
<b>Total Taxes</b>		<b>14,030</b>	<b>95,696</b>	<b>165,000</b>	<b>42.00%</b>	<b>69,304</b>
Intergovernmental Revenue						
Oregon Tourism Comm Grant	151-00-442-30	0	30,020	85,000	64.68%	54,980
<b>Total Taxes</b>		<b>0</b>	<b>30,020</b>	<b>85,000</b>	<b>64.68%</b>	<b>54,980</b>
Miscellaneous Revenue						
Investment Interest	151-00-471-10	254	1,727	6,000	71.21%	4,273
Private Grants / Contributions	151-00-476-00	0	0	0	0.00%	0
<b>Total Miscellaneous Revenue</b>		<b>254</b>	<b>1,727</b>	<b>6,000</b>	<b>71.21%</b>	<b>4,273</b>
<b>Total Revenue</b>		<b>14,284</b>	<b>127,443</b>	<b>256,000</b>	<b>50.22%</b>	<b>128,557</b>
<b>EXPENDITURES</b>						
Materials & Services						
Professional Services						
Lobbyist - Bypass Projec	151-00-541-70	0	0	0	0.00%	0
<b>Total Professional Services</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>
Contractual Services						
Identity Enhancements	151-00-542-81	0	219	0	0.00%	(219)
DCA Tourism Website	151-00-542-82	0	0	0	0.00%	0
Destination Dundee - Contract	151-00-542-86	6,350	20,650	60,000	65.58%	39,350
Destination Dundee - Expenses	151-00-542-87	7,500	13,112	60,000	78.15%	46,888
Grant Expense - Tourism	151-00-542-83	0	4,125	25,000	83.50%	20,875
Agencies Expense	151-00-542-84	0	8,434	20,000	57.83%	11,566
Wine Grant - 20th Red Hills	151-00-542-88	1,498	6,780	20,000	66.10%	13,220
Marketing - Tourism	151-00-542-85	43	33,289	66,000	49.56%	32,711
Project Manager	151-00-542-90	0	10,336	0	0.00%	(10,336)
Event Marketing	151-00-542-91	0	2,567	20,000	87.17%	17,433
Travel Dundee Coordinator	151-00-542-92	0	12,021	20,000	39.90%	7,979
<b>Total Contractual Services</b>		<b>15,391</b>	<b>111,533</b>	<b>291,000</b>	<b>61.67%</b>	<b>179,467</b>
Repairs & Maintenance						
Maintenance Contract	151-00-547-10	0	0	45,000	100.00%	45,000
<b>Total Repairs &amp; Maintenance</b>		<b>0</b>	<b>0</b>	<b>45,000</b>	<b>100.00%</b>	<b>45,000</b>
<b>Total Materials &amp; Services</b>		<b>15,391</b>	<b>111,533</b>	<b>336,000</b>	<b>66.81%</b>	<b>224,467</b>
Capital Outlay						
Tourism Facilities	151-00-692-00	0	0	20,000	100.00%	20,000
<b>Total Capital Outlay</b>		<b>0</b>	<b>0</b>	<b>20,000</b>	<b>100.00%</b>	<b>20,000</b>
<b>Total EXPENDITURES</b>		<b>15,391</b>	<b>111,533</b>	<b>356,000</b>	<b>68.67%</b>	<b>244,467</b>
<b>OTHER FINANCING SOURCES (USES)</b>						
Transfers Out						
Transfer Out - Parks	151-00-872-13	0	0	0	0.00%	0
<b>Total Transfers Out</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>

## City of Dundee

Statement of Revenue & Expenditures

Tourism Fund - 151

From 11/01/2025 Through 11/30/2025

	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget</u>	<u>Percent Total Budget Remaining</u>	<u>Total Budget Variance</u>
Total OTHER FINANCING SOURCES (USES)	0	0	0	0.00%	0
EXCESS (deficiency) of REVENUE OVER EXPENDITURES	(1,107)	15,910	(100,000)	115.91%	(115,910)
NET CHANGE IN FUND BALANCE	(1,107)	15,910	(100,000)	115.91%	(115,910)
BEGINNING FUND BALANCE					
151-00-300-00	107,597	90,580	116,386	22.17%	25,806
ENDING FUND BALANCE	<u>106,490</u>	<u>106,490</u>	<u>16,386</u>	<u>-549.88%</u>	<u>(90,104)</u>

Definition of Expenditures for the Tourism Fund  
Contractual Services

Destination Dundee-Contract	This is a contract for services to help implement the Destination Dundee Plan that was approved last year by the City Council.
Destination Dundee-Expenses	This is a line item for grants that the Destination Dundee has received to implement project. If we do not get the grant there is no money located in this line item.
Grant Expenses	This line item is for Grants that the city may receive that are not reflected in other parts of the budget.
Agency Marketing Expense	This is for advertising that is not related to other line items. For example, the billboard that you see leaving Newberg.
Wine Grant 20 <sup>th</sup> Dundee Hills	This is the money put aside for the wine license plate grant the city received to help with advertising the 20 <sup>th</sup> Anniversary of the Dundee Hills AVA.
Event Marketing	Originally set up to advertise 3 <sup>rd</sup> Thursday but now is to market four specific events for the 20 <sup>th</sup> Anniversary for Dundee Hills AVA 20 <sup>th</sup> .
Travel Dundee Coordinator	This is the line item for Molly at Yellow Catus, the person doing the marketing for Travel Dundee since at least 2020
Marketing – Tourism	This line item is for the expense and advertising set aside for Greenhouse the contractor who was hired to help develop the marketing for the Dundee Hills Ava 20 <sup>th</sup> Anniversary

