

Agenda - Dundee Tourism Committee

Date: Wednesday Jan. 24, 2024

Start: 8:00 am (Dundee Fire Station/Zoom Meeting)

Attendance: Chair Bruce Starr ____, Megan Carda ____, Jennifer Sitter ____, Sondra Storm ____, Mary Gregoire ____, Ted Crawford ____, Michelle Kropf ____, Margo Caramella ____, Bethany Caruso ____.

Agenda Items	Presenter	Time allotted
1. Marketing Update	Molly	15
Action:		
2. Grant Updates	Sondra/Steve	10
Action:		
3. Third Thursday Update	Bethany	10
Action:		
4. Strategic Planning Grant Update	Sondra/Steve	10
Action:		
5. Public Relations Contract	Molly/Steve	5
Action:		
6. Area Updates – Open Time	All	10
Action:		

Meeting of the Tourism Committee October 25, 2023

Committee Chair, Bruce Starr called the meeting to order at 8:15 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Bruce Starr, Ted Crawford, Jennifer Sitter, Sondra Storm, Mary Gregoire and Margo Caramella (a quorum was reached)

Committee Absentee(s): Megan Carda and Michelle Kropf

Other Attendees: Steve Dahl, Cathy Martin, Leigh Jensen and Molly Bailey

Meeting Minutes Approved: Meeting minutes from July 26, 2023 and September 27, 2023 meetings were approved.

Marketing Update: Molly attending Oregon Destination Marketing conference in January. Good hits on website from Portland for Third Thursday events. Also, Facebook hits have increased due to Third Thursday interest. Collaborating with McMinnville and Newberg on Art Harvest Studio video. Working on Truffle Trail for Feb/Mar. Some discussion about sharing public relations (PR) costs with Taste Newberg. Alternatively, Dundee could have a separate contract for part-time PR. Have received one quote for \$2,500 - \$3,500 per month. Steve Dahl indicated that if contract is for more than \$25,000, would need three bids.

Grant Updates: Some discussion about going for another Third Thursday grant. Also, possibly collaborating with Dundee Wine Growers Association on separate applications.

Strategic Planning RFP: Steve Dahl asked for a group of people to review request for proposals for the Strategic Planning bids. Reply deadline is Nov. 30th. Steve will send responses to Tourism Committee members.

Third Thursday Discussion: Vino and Vibes – Molly showed a short video. Events have had good business participation and strong turn-out. 169 passport signups associated with 65 different zip codes in Sept and Oct. Estimated 150-250 participants. 8 musicians and 10+ artists have performed. Some discussion about having a business sign-up contest to better track # of participants. Zebra owners was not that informed about pinot passports. Some discussion about asking businesses about how well they did and get them more involved in scheduling musicians in the future. Mid report due to Travel Oregon in November for the grant. Need to assess what goals have been achieved with this event – were overnight stays increased? Have spent \$40,00 - \$45,000 so far and have about \$25,000 remaining.

Area Updates: Deck the Hills will be Dec. 9th. 9th Street construction, asphalt should be laid in mid-November. The Olive Branch boutique hotel is coming along.

Meeting was adjourned at 9:30AM

Meeting of the Tourism Committee December 13, 2023

Committee Chair, Bruce Starr called the meeting to order at 8:15 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Bruce Starr, Ted Crawford, Megan Carda, Sondra Storm, Mary Gregoire and Bethany Caruso (a quorum was reached)

Committee Absentee(s): Jennifer Sitter and Michelle Kropf

Other Attendees: Cathy Martin, Leigh Jensen, Molly Bailey and John Southgate

Meeting Minutes Not Presented: Meeting minutes from September 27, 2023, were not available for approval.

Marketing Update: Molly still planning on attending Oregon Destination Marketing conference in January. Working with Taste Newberg on Truffle Trail in Feb/Mar. Still seeing website visit bumps prior to Third Thursday events. Molly to look into costs for Airport advertising. Molly plans on hosting an influencer from the mid-west. More discussion about either working with Taste Newberg with a public relations (PR) agency. Any contract would need to be approved by City Council. Molly mentioned that the Loyal Brew contract will expire soon. Some discussion about whether the contract would be continued for another year. No decision was made on extending the Loyal Brew contract.

Grant Updates: Updates to Travel Oregon for Third Thursday and Strategic Planning grants are due. Another grant for accessibility study was awarded - \$70,000. New restroom has finally broken ground. More discussion of going for another grant for Third Thursday.

Strategic Planning - Southgate: John Southgate was at the meeting. His bid team was chosen to facilitate generation of a strategic plan for Dundee tourism infrastructure. The strategic plan will help develop policy and physical elements to support Dundee tourism. A created plan will include an action plan having short, medium and long term actions. An internal kickoff is schedule for Jan. 15th.

Third Thursday Discussion: \$20,000 is left in the budget. Feedback from the community has been positive. 17 businesses have participated as well as 30 artists and vendors. Passport signups associated with 74 different zip codes. City Council approved 3 more events. Some discussion about having better communication with businesses about the events so that staffing needs could be met. One observation was that the Oct and Nov events saw more family participation.

Area Updates: New hotel coming to Dundee called the Terrain Dundee. The new hotel will be located on the corner of 99W and 9th street. Expected to break ground in spring 2024.

Meeting was adjourned at 9:15AM