

Meeting of the Tourism Committee January 27, 2021

Committee Chair, Ted Crawford called the meeting to order at 8:30am via Zoom Web Conference

Committee Attendees: Ted Crawford, Megan Carda, Jeremi Carrol, Noel Johnson, Jennifer Sitter, Tracy Smith, Marque Wright and Sondra Storm

Committee Absentee(s): Ayla Holstein

Other Attendees: Rob Daykin, Molly Bailey, Leslie Caldwell, Cathy Martin

Minutes of the December 2, 2020 Tourism Committee meeting were approved as presented.

Introduced New Committee Member: Jeremi Carrol was introduced. Jeremi is an owner of Pollinate Flowers. His flower farm is located just off Fox Farm Road.

Banner Update: Molly Bailey of DNAPDX proposed several design concepts. Committee consensus was to favor the more whimsical designs but show more activities such as kayaking or horseback riding. A color scheme that matches the Travel Dundee logo was also discussed and committee consensus was to try to stick to that color scheme. Some discussion of having banners with just the Travel Dundee logo and perhaps a saying like “you have arrived” on those logo banners.

Discuss Travel Oregon Destination Ready Program Grant: Some discussion about hiring a grant writer. Consensus was not to hire a grant writer. Some discussion on whether we could get an application together by the deadline of Feb. 3rd. Most committee members felt that even if we do not get a grant, we could learn from the effort. Also, discussions about having some projects in mind for grants to be ready for other opportunities when grant windows open up. Sondra Storm stated she has some grant writing experience and offered to work with Molly Bailey on a signage grant application and have it ready the Feb. 3rd.

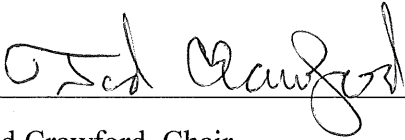
Area Updates:

Fueled-by-Fine-Wine plans on putting on a hybrid event for the 2021 ½ marathon in July. Hybrid probably means a combination virtual/live race with a limited number of live participants.

Leslie Caldwell mentioned some work with the Willamette Valley Visitors association on an Oregon Farm Trail and on a Willamette River Trail. Expect more details in the future. Leslie is working with Molly on a rain or shine campaign.

Oregon Truffle Festival (OTF) is not holding any live events in 2021. Megan Carda is trying to gently push OTC to hold the event later in February and not hold it during President's day weekend.

Megan Carda is working with the Dundee, local restaurants and some tasting rooms to sell some truffle-related packages to spur overnight visitors the last two weeks of February. Committee agreed to provide \$3,000 to support this effort. \$3,000 is what Travel Dundee has provided to OTF in 2020 and 2019. Travel Dundee provided \$0 to OTF in 2021.

A handwritten signature in cursive script, reading "Ted Crawford", positioned above a horizontal line.

Ted Crawford, Chair