



# CITY OF DUNDEE TOURISM COMMITTEE MEETING

WEDNESDAY, FEBRUARY 18, 2026, 10:00 AM

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

Zoom Link:

<https://us02web.zoom.us/j/82869834618?pwd=BvL2WuFaerVRd6RLc1tYo8JpMBd1ex.1>

1. 10:00 am – Welcome and Share New Appointed Members (Councilor Chiper)
  - Icebreaker – What’s your favorite place you’ve ever visited?
2. 10:10 am – Review and Approve January 21, 2026, Minutes (Councilor Chiper)
3. 10:15 – 10:30 am – Grant Update (Sondra Storm)
4. 10:30 – 10:45 am – Transient Lodging Tax (C.A. Patterson)
5. 10:45 - 11 am – Destination Dundee (C.A. Patterson)
6. 11:00 – 11:45 am – Tourism Fund Budget (C.A. Patterson)
7. 11:45 am – 12:00 pm – Proposal from Yellow Cactus and Greenhouse (Molly and Kayin)
8. 12:00 pm – 12:15 pm – Sign (C.A. Patterson)
9. 12:15 pm – 12:30 pm – Agree on Next Steps, Action Items, and Next Agenda (Councilor Chiper)
10. 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 January 21, 2026**

Committee Chair, Alex Chiper called the meeting to order at 10:00 am via hybrid meeting Dundee Fire Station / Zoom Web Conference

Committee Attendees: Alex Chiper, Ted Crawford, Megan Carda, Jennifer Sitter, Sondra Storm, Mary Gregoire, Michelle Kropf, and Mila Headley (a quorum was reached)

Committee Absentee(s): Juli Eagle

Other Attendees: Courtney Patterson, Molly Bailey, Leigh Jensen, and Jenna White

### **Meeting Minute approval**

Minutes – Juli Eagle was a member not an attendee

Approved with the change – unanimous vote

### **Update on tourism committee Code from Councilor Chiper**

Committee increased to 11 members

5 must be residents

2 must be owner or affiliate of business in city of Dundee

Michelle, Ted, Sondra reappointed

Juli will be reappointed once the code change goes into effect 30 days from yesterday

The group shared recruitment ideas

### **Budget update from City Administrator Patterson**

C. A. Patterson shared budget information including three year transient room tax revenues from the three previous fiscal years and November 2025 actuals.

There was a discussion of how grants are represented including that grants are broken down by the individual grant, then which has a match and the match percentage. Grants don't always have a match. The license plate grants 25% is cash match and another 25% is "in kind" match. Can count volunteers rate as part of the in kind match.

The group had questions about the Destination Dundee contract including: When does Destination Dundee contract end? What in Destination Dundee contract is related to tourism? There was discussion of what is and isn't allowable with transient room taxes. In Newberg contracts have to prove that funds are attracting visitors from more than 50 miles away. An overnight stay from within 50 miles also counts. Tourism facilities are also an allowable use. The committee asked C.A. Patterson to bring more information on how transient room taxes and Destination Dundee contract back to the next meeting. The Travel Oregon wayfinding grant that Destination Dundee is working on is still open. The committee would like to help define Destination Dundee tourism goals.

Molly Bailey shared that she updates the Travel Dundee website and expenses are passed through to the City without a mark up.

There was discussion of available budget through the end of the fiscal year. After some discussion, the committee felt comfortable estimating around \$50k for the five months Feb-June. This would be a total spend of \$8k per month. The committee requested that Molly Baily return with a \$4k/\$4k breakdown between agency fees and ads for the committee to see what services they could get for that price.

**Oregon wine country license plate grant**

Sondra reviewed the Travel Oregon wine country license plate grant criteria. The grants are focused mainly on marketing with a little room for strategic planning.

Sondra recommends putting in two applications One would be a stay longer campaign and the other would be around event marketing with a partner organization. Some ideas included a culinary series – meet the makers, seasonally different focuses truffles, and a shoulder/off-season focus

There was significant support for Sondra to complete the grants as described. It was noted that the itinerary development would be helpful for the long term. Sondra will email draft grant applications to the committee and will seek input via email as they are due shortly after the next committee meeting.

Meeting was adjourned at 12:15 P.M.

\_\_\_\_\_  
Alex Chiper

Chair,

\_\_\_\_\_  
City Administrator, Courtney Patterson



## STAFF REPORT

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To: Tourism Committee  
From: Courtney Patterson, City Administrator  
Date: February 13, 2026  
RE: Tourism Committee Topics February 18, 2026

**Background:** City Council amended the Tourism Committee to increase the size to eleven (11) members including one (1) City Councilor, four (4) residents, and two (2) non-resident business owners. At the January 21, 2026 tourism committee the group asked the City Administrator to report on a few pieces of information. This includes allowable uses for transient lodging tax (TLT) revenue, the Destination Dundee contract, and available budget through June 30, 2026.

**Information:** Two residents, Petrea Gilden-Hagen and Rudy Gomez have volunteered to serve on the tourism committee. The City Administrator will recommend their appointment to the tourism committee at the City Council meeting on February 17, 2026.

### **Transient Lodging Tax**

70 percent (70%) of the TLT revenue must be used for tourism promotion, tourism-related facilities, or to finance or refinance debt for tourism-related facilities

“Tourism promotion” means any of the following activities:

- (a) Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
- (b) Conducting strategic planning and research necessary to stimulate future tourism development;
- (c) Operating tourism promotion agencies; **and**
- (d) Marketing special events and festivals designed to attract tourists.

“Tourist” means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence, and that trip:

- (a) Requires the person to travel more than 50 miles from the community of residence; **or**
- (b) Includes an overnight stay

Reference: [ORS 320.300](#)

By definition, tourism-related facilities are conference centers, convention centers, visitor information centers, or other improved real property that has a useful life of ten or more years and has a substantial purpose of supporting tourism or accommodating tourist activities. The law also provides definitions for conference centers and convention centers. Unfortunately, the law does not provide any additional

guidance on what constitutes “other improved real property that has a useful life of ten or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.”

Many local governments—especially those that tend to accommodate more tourists than residents—question whether infrastructure such as sewers or roads qualify as “tourism-related facilities.” That is an open legal question. Local governments seeking to use TLT revenue on public facilities used both by residents and tourists are encouraged to contact legal counsel for further guidance.

Reference: League of Oregon Cities [Guide to Collecting Lodging Tax in Oregon](#) (2023)

### **Destination Dundee**

The Destination Dundee contract is in effect through June 30, 2026 and is fully funded through the tourism fund.

Here is the scope of work:

Scope of Services for Dundee Tourism Manager Project (2025-2026)

#### ATTACHMENT A - SCOPE OF WORK

- A. Help upgrade the 99W corridor through Dundee, by assisting the City in Transportation Growth Management program delivery.
- B. Support Mainstreet program development.
- C. Support beautification efforts on 99W through wayfinding, sign and art projects. Including Travel Oregon funded grant projects.
- D. Research and possibly instigate the implementation of one or two signature festivals.
- E. Work with the Dundee Elementary School and the City of Dundee to apply for a Safe Routes for School Grant and support a Federal Safe Streets and Roads for All grant - if awarded.
- F. Work with the city on public parking planning and facilitation.
- G. Pursue grant opportunities for for ADA-compatible walking paths and trails.
- H. Work with city to help recruit new retail businesses and developers to the city through by advising the city on strategy for TLT funds and urban renewal: including storefront, tenant improvement support, and pre-development grant programs.
- I. Assist city in determining potential grant funds or other funding mechanisms for needed infrastructure.
- J. A six month and one year plan outlining goals and verifiable achievements.
- K. Monthly updates, if possible, in person to the Tourism Committee.

L. Written monthly updates to the Council for the second meeting of the month.

M. Bi-weekly updates with the City Administrator.

N. Provide a set of plans and list of accomplishments achieved by the consulting team.

O. Additional work as agreed upon by contractor and City.

### Available Budget

City budgets are divided among dedicated funds and a general fund. The tourism fund is an example of a dedicated fund as 70% of TLT funds are sent to the tourism funds for specific uses as we discussed above. City's general funds are generated primarily from property taxes and are used for general government purposes including administration (City Council and the City Administrator) and finance. Typically dedicated funds are charged for their portion of administration and finance fees. For example, Dundee charges the water, sewer, street, and stormwater funds an administrative fee. Historically, the tourism fund has not been charged an administrative fee. After reviewing the City of Dundee's budget, the City Administrator is recommending a \$30,000 administration fee to the tourism fund for FY 25/26. This would be approved through a supplemental budget in the coming months.

The justification for the administrative charges are City Councilor, City Administrator and Administrative Assistant attendance at Tourism Committee meetings, Travel Oregon grant administration, Greenhouse and Yellow Cactus invoice and payment processing, and budget administration.

Including the additional administrative charge, the City Administrator estimates that \$50,000 is available in professional services through June 30, 2026.

This would leave \$30,000 for the administrative charge, \$20,000 for capital outlay (sign), and \$15,000 for contingency. If the \$15,000 remained available at the end of the FY it could be saved for the sign project next fiscal year.





We will review the estimated budget and assumptions together at the meeting.

### Travel Oregon Grants

City of Dundee  
PO Box 220 620 SW 5th Street, Dundee, OR 97115 | Yamhill | 3234

Date	Process	Project	Type	Status	Granted	Paid
06/17/2025	2024-2025 Competitive Grants Program	Dundee AVA Viticulture Heritage Trail	One Time	Follow Up Submitted	\$60,000.00	\$30,000.00
02/03/2025	2024-2025 Competitive Grants Program	Dundee Viticulture Heritage Trail & Enhanced Wayfinding	N/A	Denied	\$0.00	\$0.00
11/21/2024	2024-2025 Oregon Wine Country License Plates Matching ...	Vino and Vibes Third Thursday Wine and Culinary Event Seri...	N/A	Denied	\$0.00	\$0.00
11/21/2024	2024-2025 Oregon Wine Country License Plates Matching ...	Dundee Hills 20th Anniversary - Digital Campaign	One Time	Follow Up Submitted	\$50,000.00	\$25,000.00
11/15/2023	2023-2025 Competitive Grants Program	Dundee Walkability and Accessibility Improvements	One Time	Follow Up Complete	\$70,000.00	\$35,000.00
05/11/2023	2023-2024 Oregon Wine Country License Plates Matching ...	Dundee Tourism Strategic Planning	One Time	Closed	\$40,000.00	\$40,000.00
05/11/2023	2023-2024 Oregon Wine Country License Plates Matching ...	Dundee Main Street Art and Wine Walks	One Time	Follow Up Submitted	\$35,000.00	\$10,000.00
11/15/2021	2021-2022 Oregon Wine Country License Plates Matching ...	Discover Dundee - Digital Ad Campaign	One Time	Closed	\$18,000.00	\$18,000.00
11/15/2021	2021-2022 Oregon Wine Country License Plates Matching ...	Travel Dundee - Strategic Planning to Increase Tourism Dev...	N/A	Denied	\$0.00	\$0.00
04/30/2021	2021 Competitive & Recovery Grants Program	Travel Dundee - Downtown Business District Signage and PL...	N/A	Denied	\$0.00	\$0.00
04/30/2021	2021 Competitive & Recovery Grants Program	Travel Dundee - Alder Street Park and Outdoor Seating	One Time	Closed	\$100,000.00	\$100,000.00
10/17/2018	2018-2019 Competitive Small Grants	Wake Up in Wine Country: Travel Dundee	N/A	Denied	\$0.00	\$0.00
Total					\$373,000.00	\$258,000.00

Finance system revenue received

	Period	Date	Journal	Reference	Description	Amount
	07/25	07/24/2025	<a href="#">CR</a>	2.0001	MOVE FUNDS REC'D- TOURISM GRANT	(30,020.00)
	04/25	04/14/2025	<a href="#">JE</a>	22.0001	TO POST GRANT REVENUE REC'D FROM OR TOURISM...	(35,000.00)
	02/25	02/18/2025	<a href="#">JE</a>	12.0001	TO MOVE FUNDS: OR TOURISM COMMISSION GRANT	(25,000.00)
	07/24	07/31/2024	<a href="#">JE</a>	17.0001	TO CLEAR CR. SUSPENSE MOVING GRANT FUNDS RECD	(30,000.00)

# City of Dundee

Budget Worksheet

Tourism Fund - 151

Actuals as of 12/31/2025

		Year 23/24	Year 24/25	Actuals as of	Forecast for	Year 25/26	Current	
		Actual	Actual	12/31/2025	# of mths	Forecast	Budget	
				6	6	Expected End	Year 25/26	
							Budget	
<b>REVENUES</b>								
1	Taxes							
2	Transient Room Tax	151-00-417-00	155,566	175,714	108,957	75,000	183,957	165,000
3	Total Taxes		155,566	175,714	108,957	75,000	183,957	165,000
4								
5	Intergovernmental Revenue							
6	Oregon Tourism Comm Grant	151-00-442-30	35,485	85,856	30,020	30,020	60,040	85,000
7	Total Taxes		35,485	85,856	30,020	30,020	60,040	85,000
8								
9	Miscellaneous Revenue							
10	Investment Interest	151-00-471-10	8,244	6,700	1,947	1,947	3,894	6,000
11	Private Grants / Contributions	151-00-476-00	0	0	0	0	0	0
12	Total Miscellaneous Revenue		8,244	6,700	1,947	1,947	3,894	6,000
13								
14	Total Revenue		199,295	268,270	140,924	106,967	247,892	256,000
15								
16	<b>EXPENDITURES</b>							
17	Materials & Services							
18								
19	Lobbyist - Bypass Projec	151-00-541-70	2,623	3,965	4,000	0	4,000	0
21	Total Professional Services		2,623	3,965	4,000	0	4,000	0
22								
23	Contractual Services							
24	Identity Enhancements	151-00-542-81	1,374	656	638	638	1,277	0
25	DCA Tourism Website	151-00-542-82	1,755	0	0	0	0	0
26	Destination Dundee - Contract	151-00-542-86	0	0	25,714	34,286	60,000	60,000
27	Destination Dundee - Expenses	151-00-542-87	0	0	17,012	27,988	45,000	60,000
28	Grant Expense - Tourism	151-00-542-83	160,720	93,802	4,125	0	4,125	25,000
29	Agencies Expense	151-00-542-84	0	10,414	8,434	0	8,434	20,000
30	Wine Grant - 20th Red Hills	151-00-542-88	0	0	8,135	0	8,135	20,000
31	Marketing - Tourism	151-00-542-85	36,184	44,329	60,852	50,000	110,852	66,000
32	Project Manager	151-00-542-90	0	35,099	13,336	0	13,336	0
33	Event Marketing	151-00-542-91	0	51,374	2,567	0	2,567	20,000
34	Travel Dundee Coordinator	151-00-542-92	0	21,930	15,021	0	15,021	20,000
36	Total Contractual Services		200,034	257,605	155,834	112,912	268,746	291,000
37								
38	Repairs & Maintenance							

Greenhouse + Yellow C

# City of Dundee

Budget Worksheet

Tourism Fund - 151

Actuals as of 12/31/2025

		Year 23/24 Actual	Year 24/25 Actual	Actuals as of 12/31/2025 6	Forecast for # of mths 6	Year 25/26 Forecast Expected End	Current Budget Year 25/26 Budget	
39	Administrative Fee	151-00-547-10	0	0	0	30,000	30,000	45,000
40	Total Repairs & Maintenance		0	0	0	30,000	30,000	45,000
41								
42	Total Materials & Services		202,657	261,570	159,834	142,912	302,746	336,000
43								
44	Capital Outlay							
45	Tourism Facilities	151-00-692-00	6,935	6,935	0	20,000	20,000	20,000
46	Total Capital Outlay		6,935	6,935	0	20,000	20,000	20,000
47								
48	Total EXPENDITURES		209,592	268,505	159,834	162,912	322,746	356,000
49								
50	OTHER FINANCING SOURCES (USES)							
51	Transfers Out							
53	Transfer Out - Parks	151-00-872-13	20,000	55,000	0 Z	0 Z	0 Z	0 Z
54	Total Transfers Out		20,000	55,000	0	0	0	0
55								
56	Total OTHER FINANCING SOURCES (USES)		20,000	55,000	0	0	0	0
57								
58	EXCESS (deficiency) of REVENUE OVER EXPENDITURES		(30,297)	(55,235)	(18,910)	(55,945)	(74,855)	(100,000)
59								
60	NET CHANGE IN FUND BALANCE		(30,297)	(55,235)	(18,910)	(55,945)	(74,855)	(100,000)
61								
62	BEGINNING FUND BALANCE	151-00-300-00	176,113	145,815	90,580	90,580	116,386	
63								
64	ENDING FUND BALANCE		145,815	90,580	71,670	(55,945)	15,725	16,386