

# Agenda - Dundee Tourism Committee

**Date:** Thursday April 24, 2025      **Start:** 10:00 am (Dundee Fire Station/Zoom) Meeting)

**Attendance:** Chair Alex Chiper \_\_, Megan Carda \_\_, Jennifer Sitter \_\_, Sondra Storm \_\_, Mary Gregoire \_\_, Ted Crawford \_\_, Michelle Kropf \_\_, Bethany Caruso \_\_ Juli Eagle \_\_, Mila Headley \_\_.

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. Introduction of new member – Mila Headley	Mila	5
2. Marketing Update	Greenhouse/Molly	20
<b>Notes:</b>		
3. Destination Dundee Update	Bethany/John S.	15
<b>Notes:</b>		
4. Discuss support of “Monday Mingler”	Steve	5
<b>Notes:</b>		
5. Discuss 2025 retreat to discuss committee strategy and goals	All	15
<b>Notes:</b>		
6. Opens	All	10
<b>Notes:</b>		

## Meeting of the Tourism Committee February 27, 2025

Committee Chair, Alex Chipper called the meeting to order at 9:00 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Alex Chipper, Ted Crawford, Michelle Kropf, Jennifer Sitter, Sondra Storm, Bethany Caruso and Mary Gregoire (a quorum was reached)

Committee Absentee(s): Juli Eagle

Other Attendees: Cathy Martin, Molly Bailey, Steve Dahl, Benjamin Cahoon, Cary Griffith, Josh Hren and Leigh Jensen

**Marketing Update:** Benjamin Cahoon representing Greenhouse Collaboratives provided 3-month snapshots for web and social media metrics compared to last year. Work continues with the Dundee Hills Wine Growers Association on the AVA's 20<sup>th</sup> anniversary events and marketing. First event will be on April 17<sup>th</sup> at Argyle. As working on a 20<sup>th</sup> anniversary web landing page that should go live on March 12<sup>th</sup>. The billboard on the southwest edge of Newberg along 99W has been booked for March, April and November. Total cost is around \$12K. This is the billboard that visit McMinnville often used for its advertising. In relation to marketing strategy, a \$2,000 social spend that targets Pacific NW cities was mentioned. Also, collaborating on the Fueled by Fine Wine ½ marathon with Foot Traffic to try to attract longer stays for the race weekend, expect to spend around \$1,700 for these efforts and also adding some Travel Dundee merchandise to runner back pickups. Cost the Travel Dundee merchandise will be around \$1,200. Some discussion of continuing 3<sup>rd</sup> Thursday, a decision will need to be made soon in order to adequately market 3<sup>rd</sup> Thursday that could start in April. No decision was made.

**Destination Dundee:** Applied for Recreation Ready grant from Travel Oregon, was not awarded a grant. Also applied for a Dundee wayfinding grant from Travel Oregon – will find out in June if awarded. Looking into grants related to Safe Routes to School program for sidewalks and bike paths. Conducted an Oregon Main Street program meeting in January. 55 people attended. 4 sub-groups were formed that had different focus areas related to the Main Street program. A large meeting is scheduled for April 24<sup>th</sup> at 6:30pm at the Dundee Fire Station. Working with the Governor's Regional Solutions Coordination, Beth Wytoski on grants that could have regional benefits for and around Dundee such as related to developer assistance programs and sign and parking strategies.

**Snowflake Lights for 9<sup>th</sup> Street:** Steve Dahl proposed purchasing 12 new LED lights that were on sale for \$50 less per light. Total cost would be \$6,477 (\$421/ea.). Consensus was not to buy new lights, at this point in time. Some discussion about use of funds for 2025/2026 budget for flower pots along 99W. Michelle Kropf was the main proponent of adding flower pots along 99W. No decision was made regarding the flower pots.

**2025/2026 Tourism Budget Update:** Steve Dahl provide a printout of the proposed budget but there was not enough time left to discuss. Budget will be discuss at March meeting.

Meeting was adjourned at 10:30 AM.

---

Alex Chiper, Chair

---

Steve Dahl, City Administrator

## Meeting of the Tourism Committee March 20, 2025

Committee Chair, Alex Chipper called the meeting to order at 9:00 am via hybrid meeting  
Dundee City Hall/Zoom Web Conference

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

Committee Absentee(s): Juli Eagle

Other Attendees: Cathy Martin, Molly Bailey, Steve Dahl, Benjamin Cahoon, Cary Griffith, Josh Hren, Katie McFalll and John Southgate

**Marketing Update:** Benjamin Cahoon representing Greenhouse Collaboratives stated that the new billboard on the southwest side of Newberg along 99W should go up any day. Sip and Stay add campaign was started last week – so far have good results with focus demographics – around 20K ad impressions. Plans for April include starting Dundee Hills AVA 20<sup>th</sup> anniversary ad campaign. Will attend the Eugene marathon expo on April 25<sup>th</sup> to promote Dundee and the 20<sup>th</sup> anniversary. Some discussion about Greenhouse Collaboratives setting up workshops to help local businesses promote Dundee and their businesses.

**Destination Dundee:** Some discussion of the four Oregon Main Street program sub-committees. One of the sub-committees is the Dundee Business Roundtable. Also applied for a Dundee mural walk/wayfinding grant from Travel Oregon – will find out in June if awarded. Looking into grants related to Safe Routes to School program for sidewalks and bike paths to score points for the Main Street program. Safe Routes to School lead to some discussion about where funds can be used for projects and events related to Destination Dundee. Also some discussion about an Instagram Destination Dundee account that may be causing some customer confusion with Travel Dundee’s Instagram and other social media efforts. Some discussion about the Oregon Peace Festival.

**Tourism Committee Roles and Rules for TLT:** A copy of the Dundee City Ordinance 564-2018 was provided in the packet. Also provided in the packet was some legal guidelines from the League of Oregon Cities on collecting and using lodging taxes. A discussion spilled over from Destination Dundee as to what lodging taxes can and can not be used for to support Destination Dundee projects. There was discussion of planning a retreat to spend substantial time discussing this topic given that 2 new hotels projects are about to be started and TLT funds will increase substantially in about 2-3 years.

**2025/2026 Tourism Budget Update:** Steve Dahl provide an updated printout of the proposed budget. Some discussion of budgeting \$20K for flower baskets. Some discussion about Destination Dundee’s contract and expenses. Steve clarified that the \$60K in expenses would only be incurred if Dundee is awarded a Travel Oregon grant of \$60K. Steve indicated that funds for the lobbyist for the Bypass project would not be coming from the Tourism budget this year.

Meeting was adjourned at 10:30 AM.

---

Alex Chiper, Chair

---

Steve Dahl, City Administrator

## Kenzie Nagel

---

**From:** Ted Crawford <ted.a.crawford@gmail.com>  
**Sent:** Monday, April 21, 2025 12:28 PM  
**To:** Ted Crawford  
**Subject:** Fwd: Women in Wine, Monday Mingler - Sponsorship Ask, Travel Dundee

Begin forwarded message:

**From:** Steve Dahl <Steve.Dahl@dundeecity.org>  
**Subject:** Fw: Women in Wine, Monday Mingler - Sponsorship Ask, Travel Dundee  
**Date:** April 21, 2025 at 8:07:50 AM PDT  
**To:** Ted Crawford <ted.a.crawford@gmail.com>, Alex Chiper <alex.chiper@dundeecity.org>

I am forwarding the below message in case you would like to take it to the committee on Thursday.

Steve

---

**From:** Jenna White <[jennatracehotels@gmail.com](mailto:jennatracehotels@gmail.com)>  
**Sent:** Friday, April 18, 2025 2:16 PM  
**To:** Steve Dahl <[Steve.Dahl@dundeecity.org](mailto:Steve.Dahl@dundeecity.org)>  
**Cc:** sondra storm <[sondra.storm@gmail.com](mailto:sondra.storm@gmail.com)>; Molly Bailey <[molly@meetyellowcactus.com](mailto:molly@meetyellowcactus.com)>  
**Subject:** Women in Wine, Monday Mingler - Sponsorship Ask, Travel Dundee

Hello Steve!

I am reaching out to inquire if there is a formal process for asking Travel Dundee to sponsor/promote an event at The Dundee Hotel.

I am in charge of running an event on June 2nd, from 4pm - 7pm, free for all! It will be called the "Monday Mingler", the same style of event you all sponsored last year but with a few changes.

The on site tasting rooms will be the only ones pouring the wines versus bringing in outside pourers. We will have 12+ local, female artisans, for a sip and shop style of experience.

What is the best way to submit an ask for Travel Dundee to potentially sponsor some light bites for the event from Wooden Heart? I'm not sure if that is something that is an "allowable ask" but I'm learning here ;)

Thank you for your time and consideration.

Best,

--

**Jenna White**