

Meeting of the Tourism Committee May 4, 2022

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

Committee Attendees: Ted Crawford, Megan Carda, Sondra Storm and Jeremi Carrol (committee has 7 acting members, so a quorum was reached)

Committee Absentee(s): Ayla Holstein, Jennifer Sitter, Marque Wright

Other Attendees: Steve Dahl, Cathy Martin and Molly Bailey

Meeting Minutes Approved: Meeting minutes from the February 23, 2022, Tourism Meeting were approved.

Marketing Update: Molly Bailey provided a marketing update. Some discussion on the Wine Country Grant and the reduced costs for working with a company called Loyal Brew for setting up digital itineraries compared to expected costs indicated in our grant application. Travel Oregon has indicated that we could use the savings for other costs associated with the grant project (e.g., put towards the costs of banners). Some discussion about setting up a sub-committee to discuss some sort of dashboard to gauge what is working and what is not working in relation to marketing and other Tourism committee efforts. Sondra, Megan, Cathy and Ted offered to get together with Molly Bailey and discuss ways to track our efforts.

Travel Dundee 2022/2023 Budget: Transient tax revenue is expected to increase significantly this year due to more vacation rentals and higher occupancy and room rates at the Dundee hotel. The contract to Molly Bailey (Yellow Cactus) is around \$50,000 that is split between website/social and marketing. \$20,000 is budgeted for maintaining new and existing landscaping along 99W. Committee was interested in knowing what vacation rentals are properly registered with the city and paying transient taxes. Steve Dahl to look into providing a list of permitted/registered vacation rentals in Dundee.

Grant Updates: Report for Wine Country grant progress/status due in May. Plans are to seek a strategic planning grant in the near future from Travel Oregon.

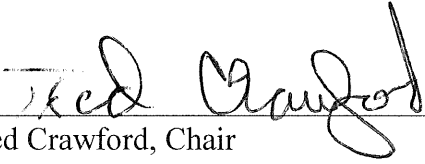
Banner Purchases and installation of brackets: Molly Bailey to order banners and expects a delivery time of 2-3 weeks. Steve Dahl to set up installation of brackets and banners with previous contractor – North Star once deliver date of banners is known.

Tourism Committee Vacancies: Two spots are vacant. Tasting room manager for North Valley, a new occupant in the Westend/Dundee Hotel complex was suggested as a possible member. Cathy Martin offered to think about another person to join. Ted Crawford indicated a preference to have someone from Dobbles Family Estate on committee.

Area Updates:

- \$75,000 grant request for public restrooms at the new Tipsu Palach park was submitted on May 2nd – Sondra Storm helped write the grant.

- Memorial Weekend “Sip and Stroll” event to occur at the Tipsu Palach park on May 28-29, 11-5pm. Various wineries and food trucks will be present.
- Megan mentioned that Pinot Car’s new service for providing a diner shuttle from Thursdays thru Sunday from 5-9pm is still going.



Ted Crawford, Chair