

Agenda - Dundee Tourism Committee

Date: Wednesday May 26, 2021 **Start:** 8:30 am (Zoom Meeting)

Attendance: Chair Ted Crawford ____, Megan Carda ____, Ayla Holstein ____, Jeremi Carrol ____, Jennifer Sitter ____, Marque Wright ____, Noel Johnson ____, Tracy Smith ____, Sondra Storm ____.

<i>Agenda Items</i>	<i>Presenter</i>	<i>Time allotted</i>
1. Marketing Contract with Yellow Cactus, LLC	Rob/ Marketing Sub-Com	15
Action:		
2. Grant Sub-committee update	Grant Sub-Com	10
Action:		
3. Vacation Rental Public Hearing	Rob	15
Action:		
4. Fueled by Fine Wine	Ted/Cathy	5
Action:		
5. Area Updates – Open time	All	10
Action:		

Meeting of the Tourism Committee March 24, 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, Sondra Storm and Marque Wright

Committee Absentee(s): Ayla Holstein and Tracy Smith

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

New Grant Updates: New grant opportunity from Travel Oregon – Competitive & Recovery Grant Program. Applications are due March 31st. Decision was made to resubmit our previously unsuccessful Destination Ready grant request (sign/banners) and also to submit a new grant request for an Alder Street public space near the Dundee (Westend Buildings).

Grant Sub-committee Update: Looked at other ideas in light of future grant opportunities.

Some ideas discussed:

- Pocket park/public space near the Dundee with possible space and utilities for bike riders, possibly include a public restroom – **this is what the second grant will focus on**
- Need to establish a list of priorities and further develop the top 4 and be ready for future grant opportunities – will work on developing that top 4 list

Banner Update: Molly Bailey provided updated design concepts and discussed banner brackets to use.

- Decision was to choose Option C, adjustable arm with steel bracket/straps. Option C was a much lower cost option compared to Option A – decorative arms. \$122/banner vs. \$284/banner.
- Decision was to not have a hotel banner – for now.
- Add a dog walking graphic.
- Dining under street light graphic.
- Start thinking about holiday banners.
- Need a future conversation on banner rotations.

Vacation Rental Update: Feedback from Dundee citizens and planning commissioners still assessing the changes. Discussions include not wanting accessory dwelling (ADUs) to be used for rentals and also not allowing for a person to live in an ADU and use the main house as

vacation rental. A discussion was made by the Tourism Committee that vacation rental websites such as VRBO should collect Dundee transient lodging taxes and then pay the City. McMinnville does this and it seems to work well for them.

Area Updates:

Some discussion on the Governor's risk level status for Yamhill Country possibly dropping to low risk soon.

Some discussion about setting up a ½ or full day goal session for the Tourism committee. A ½ day seemed to be the more acceptable option to committee members.

Meeting of the Tourism Committee May 5, 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, Sondra Storm, Marque Wright and Ayla Holstein

Committee Absentee(s): None

Other Attendees: Leslie Caldwell, Cathy Martin

Grant Award: Dundee was finally successful in obtaining a Travel Oregon grant. The Alder Street public space/pocket park was awarded for \$100,000. The other grant related to the south Dundee sign and banners was not awarded. Some public input via the Dundee Parks committee as to the design will be sought at a June 2nd meeting with the Parks committee. \$20,000 from the Tourism budget will be used to complete this project. The project must be completed by November 30, 2021. Will need Planning Commission approval for park placement. Cathy Martin, Jeremi Carol and Ayla Holstein offered to work with Sondra Storm and SARA consultants to come to a final design and implementation plan to complete the project.

Current and Future Marketing Grant: Molly Bailey is leaving DNA PDX and setting up her own business. She does not have a non-compete agreement with DNA PDX. She will own her own equipment. Indicates that she could fulfill most of the marketing commitments for a lower cost. Current contract with DNA PDX ended around Feb. 28th. So just a month to month contract since then. Discussed contracting with Molly on an interim basis until another request for proposal (RFP) process could be completed. Consensus was to wait until end of the year to begin another RFP process. City's legal counsel indicated that as long as the contracted amount does not reach \$25,000, we do not have to go through a new RFP. This would allow an interim contract with Molly for around \$2100/month for 12 months.

Area Updates:

Restaurants are struggling with fluctuating COVID restrictions.

Businesses are also struggling with a need to pay higher employee wages to fill positions.