

# Agenda - Dundee Tourism Committee

**Date:** Wednesday June 18, 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. Marketing Update	Greenhouse	20
<b>Notes:</b>		
2. Destination Dundee Update	Bethany/John S.	15
<b>Notes:</b>		
3. Third Thursday Update	Michelle/Mary	10
<b>Notes:</b>		
4. 2025 Retreat Date Set?	Steve	10
<b>Notes:</b>		
5. Opens	All	10
<b>Notes:</b>		

## Meeting of the Tourism Committee April 20, 2025

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

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

Committee Absentee(s): Michelle Kropf, Bethany Caruso, Juli Eagle

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

**Introduction of New Member:** Mila Headley was introduced to the Tourism Committee as it's  
newest member.

**Marketing Update:** Benjamin Cahoon & Josh Hren representing Greenhouse Collaboratives  
provide a 3-month snapshot of Instagram, Facebook and website metrics. All metrics show  
increased activity compared to same period last year. First Dundee Hills AVA event to celebrate  
20 years of the AVA was on April 17<sup>th</sup> at Argyle, all went well. These events are funded through  
a Travel Oregon grant – mid-year report is due soon – working with Sondra Storm to complete.  
Also funded by the grant is targeted marketing to out-of-state locations. Current plan is to target  
Atlanta, Georgia in April/May. Will attend Spokane Bloomsday run instead of the Eugene  
marathon expo to promote Dundee and the 20<sup>th</sup> anniversary of the AVA. Working on a Dundee  
Hills video. Some discussion about Travel Dundee merchandise. Mentioned possibly working  
with Instagram/blogger Lucy Bellville @willamettevalleywine. Brief discussion of the Sip and  
Savor campaign – focus was 35-44 year old women in Seattle area for part 1, still working on  
part 2. Third Thursday will start on May 15<sup>th</sup>. Working on a system for local businesses to use to  
promote events at those businesses.

**Destination Dundee:** John Southgate provided the update. John mentioned an effort to obtain  
grants for safe routes to schools and grants for safe routes for all. John also mentioned work on  
designing wayfinding signs in Dundee. An all-hands Main Street Program meeting with all sub-  
committees is scheduled for April 24<sup>th</sup> at 6:30pm at the Fire Station. Working on developing  
assistance on how to use City funds to promote development in Dundee and to streamline the  
process with the City. Investigating ways to improve public parking. Hope is to receive an  
ODOT TGM grant to update Dundee's transportation system plan (TSP). Also, seeking grants  
from T-Mobile for 4-5 murals to be at various locations in Dundee. No efforts have been made  
to towards undergrounding utilities along 99W. Some concerns were voiced by Tourism  
committee members about not being in the communication loop for meeting and information  
coming from Destination Dundee – consensus was that members would like to be in that  
communication loop.

**Discuss support for "Monday Mingler":** Consensus was that more information was needed.  
Sondra volunteered to seek more information and provide that information via email to the  
committee.

**Discuss 2025 retreat to discuss committee strategy and goals:** Consensus was that the committee needs a meeting/retreat for this purpose. Steve Dahl recommended 6-7 hours of discussion with a facilitator – perhaps in the next 3-4 months. Sondra thinks 4 hours would be adequate. Sondra will send out a survey to find a day/time that works for the committee members.

**Opens:** Mary and Michelle receive good feedback from Dundee businesses for the upcoming Third Thursday on May 15<sup>th</sup>. They were asked about shuttle support for transporting participants between business. Also a discussion about Third Thursday flag/banners – possibly work with Molly Bailey for new designs. Yamhill County Tourism has an all-country meeting on May 6<sup>th</sup> 2-4 pm at Stoller – need to RSVP if attending.

Next Travel Dundee Tourism meeting – Wednesday, May 21st, 10am.

Meeting was adjourned at 11:15 AM.

## Meeting of the Tourism Committee May 21, 2025

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

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

Committee Absentee(s): Juli Eagle

Other Attendees: Cathy Martin, Molly Bailey, Steve Dahl, Benjamin Cahoon, Josh Hren, Leigh Jensen, Katie McFall and John Southgate

**Marketing Update:** Benjamin Cahoon & Josh Hren representing Greenhouse Collaboratives provide a 3-month snapshot of Instagram, Facebook and website metrics. All metrics show substantial improvement compared to same period last year. Travel Oregon grant for collaborative work with the Dundee Hills AVA for 20<sup>th</sup> anniversary – mid-year report is due in September – working with Sondra Storm to complete. Giveaway campaign begins 5/23, good local business participation – goal is to gather emails and to focus on target cities. Attended Spokane Bloomsday with Foot Traffic to promote Fueled-by-Fine-Wine event and Dundee collected 60 emails. Working with local businesses on Dundee branding guidelines and help with promoting events. Some discussion of updating the Dundee walking map – consensus was to increase the number of printed maps due the popularity of these maps.

**Destination Dundee:** John Southgate provided the update. The all-hands Main Street Program meeting with all sub-committees was on April 24<sup>th</sup> – many good ideas were presented by the sub-committees. Working on signage to be placed on 9<sup>th</sup> street. Also working on parking signs and a public restroom sign(s) for the new public restroom at Tipsu Palach Park. Some discussion about a tag line that will be on the 9<sup>th</sup> street sign. Should have designs for the 9<sup>th</sup> street sign by next meeting. Walk & Roll event in Dundee on 5/21 had good participation by kids riding bikes to the Dundee Elementary – plan is to do another one in the fall. Working on 4 grants, (1) safe routes (2) TGM TSP update (3) T-Mobile for murals (4) wayfinding. Efforts are being made to make 99W more walkable.

**Third Thursday Update:** Mary, Michelle and Molly are working in partnership with Greenhouse Collaboratives. Plan is to send email by May 25<sup>th</sup> to businesses that participated to see what they plan to in June. Some discussion of designing and buying feather banners to place along 99W – no need for light pole banners as they already exist.

Next Travel Dundee Tourism meeting – Wednesday, June 18<sup>th</sup>, 10am.

Meeting was adjourned at 11:00 AM.