

# Agenda - Dundee Tourism Committee

**Date:** Wednesday Oct. 25, 2023

**Start:** 8:00 am (Dundee Fire Station/Zoom Meeting)

**Attendance:** Chair Bruce Starr \_\_\_\_, Megan Carda \_\_\_\_, Jennifer Sitter \_\_\_\_, Sondra Storm \_\_\_\_, Mary Gregoire \_\_\_\_, Ted Crawford \_\_\_\_, Michelle Kropf \_\_\_\_, Margo Caramella \_\_\_\_, Vacant \_\_\_\_.

<b>Agenda Items</b>	<b>Presenter</b>	<b>Time allotted</b>
1. Marketing Update	Molly/Marketing Sub-Com	15
<b>Action:</b>		
2. Grant Updates	Sondra/Steve	10
<b>Action:</b>		
3. Third Thursday Discussion	Steve/Bruce	15
<b>Action:</b>		
4. Strategic Planning RFP	Steve/Sondra	15
<b>Action:</b>		
5. Area Updates – Open Time	All	5
<b>Action:</b>		
6.		
<b>Action:</b>		

## Meeting of the Tourism Committee July 26, 2023

Committee Member, Ted Crawford called the meeting to order at 8:00 am via hybrid meeting  
Dundee Fire Station/Zoom Web Conference

Committee Attendees: Ted Crawford, Sondra Storm, Megan Carda, Jennifer Sitter, Mary  
Gregoire and Michelle Kropf (committee has 7 acting members, so a quorum was reached)

Committee Absentee(s): Bruce Starr

Other Attendees: Steve Dahl, Cathy Martin, Margo Caramella

**Meeting Minutes Approved:** Meeting minutes from the April 26, 2023, Tourism Meeting were approved.

**Marketing Update:** Molly Bailey provided an update on website/social analytics. Continued collaborations with the Dundee Hills Wine Growers Association to create content. Stuffed 1,000 Travel Dundee Logo bags for Fueled-by-Fine-Wine race. Some discussion about placing a banner over 99W. Steve Dahl said that ODOT would probably not allow a banner over 99W. Some discussion about renting the billboard by the Arco gas station. Molly to look into the possibility.

**Awarded and Potential Grants:** Third Thursday Wine and Art walk kick off meeting with participating businesses went well. Important to get the word out to get people to show up. n Dundee were submitted. Strategic planning grant award, need to form a sub-committee to identify facilitator and work with Steve, progress report due in November. Sondra, Ted and Michelle agreed to be part of the sub-committee. Steve Dahl to provide an outline for a request for proposals for a facilitator. Some discussion about a Travel Oregon grant that focuses on inclusion and access, parking, walkability, connecting points of interest. Steve and Sondra to work on a letter of intent.

**Utilizing Services of Taste Newberg:** We need a memorandum of understanding to indicate what we get for what we pay for. This may include monthly reporting, Services could include partnering on PR, assistance with fan tours, access to the datafi database..

**Filling vacant committee slots:** People at Potcakes or Wooden Heart were discussed as possible committee members.

**Area Updates:** Steve Dahl that 9<sup>th</sup> Street has started and expected to be finished by the end of October. Also, new Dundee Elementary School construction has started. CPRD is working towards operating a new campground new the 219 highway bridge south of Newberg. Some discussion on getting the south entrance Dundee sign going. Michell offered to try to contact the contractor that did the north entrance sign, Bukai.

Meeting was adjourned at 9:30AM

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Bruce Starr, Committee Chair

## Meeting of the Tourism Committee September 27, 2023

Committee Chair, Bruce Starr called the meeting to order at 8:10 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Bruce Starr, Ted Crawford, Megan Carda, Jennifer Sitter and Michelle Kropf (committee has 7 acting members, so a quorum was reached)

Committee Absentee(s): Sandra Storm, Mary Gregoire

Other Attendees: Steve Dahl, Cathy Martin, Leigh Jensen

**Meeting Minutes Approved:** Meeting minutes from July 26, 2023 meeting were not presented for approval.

**Marketing Update:** Molly Bailey was not present so no marketing update.

**Grant:** Competitive grant for parking and mobility study, going for \$105K grant. Strategic planning grant (awarded) of \$40K, Steve is still reaching out to find possible facilitators.

**Utilizing Services of Taste Newberg:** Not much discussed. Some discussion about not doing anything until next year's budget cycle.

**Third Thursday Discussion:** Suggested that a shuttle sign be placed on the shuttle vehicle. Need better communication with businesses about changes (e.g., no wine glasses). Committee was supportive of continuing the event into December. Need to approach Bethany Caruso to see if she would like to continue to manage the event. Some discussions about seeking sponsorships and more collaborations with Dundee Wine Growers Assoc.

**Filling vacant committee slots:** Margo Caramella, from Dobbles, will be asked to submit an application. Still need 1 more person. Bethany, coffee stand owner and someone from Potcakes were discussed as possibilities.

**Area Updates:** Steve Dahl said that new restroom near the park adjacent to the Dundee Hotel may be complete as early as middle of November – probably January. An open house at the Dundee Fire Station is scheduled for Oct. 21<sup>st</sup> from 9am to 3pm to discuss Dundee and how the citizens see our downtown in the future..

Meeting was adjourned at 9:30AM.

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Bruce Starr, Committee Chair