

Meeting of the Tourism Committee October 27, 2021

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

Committee Attendees: Ted Crawford, Ayla Holstein, Jeremi Carrol, Noel Johnson, Jennifer Sitter, Sondra Storm, Marque Wright and Tracy Smith

Committee Absentee(s): Megan Carda

Other Attendees: Leslie Caldwell, Cathy Martin, Rob Daykin

Note: Meetings were also held on August 25, 2021, and September 29, 2021, but only 4/9 members attended each meeting. Thus, no quorums and no meeting minutes were required to be taken for these meetings.

Marketing Update: Nothing new to report.

Taste Dundee: Tracy Smith introduced Josh Henry who purchased the rights for Taste Dundee and wants to hold the event on May 7, 2022. Target is 450 people to buy tickets to the event. Josh's goals are to: 1.) increase repeat tourism; 2.) expose local wineries; 3.) introduce local restaurants; and 4.) use 100% local hospitality. Josh is looking for sponsorships at multiple levels: 1.) premier - \$5,000; 2.) gold - \$1,000; and 3.) silver - \$500. The dollar amounts are just proposed, not set yet. Wants to have sponsors locked in by Jan. 1st. General consensus from the committee is that \$5,000 seemed a bit steep for possible Dundee area sponsors. Discussion among committee was to provide \$2,500 in cash and another \$2,500 on in-kind marketing help (e.g., Instagram, website, Facebook, etc.) to promote the event to make Travel Dundee a premier sponsor. Tracy Smith was tasked with discussing with Josh what it would take for Travel Dundee to be a premier sponsor given a combination of cash and in-kind marketing support.

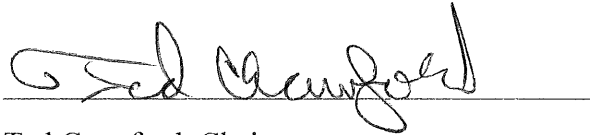
99W Completion Celebration: Initial plan was to do something in mid-November. According to Rob Daykin, all the new decorative streetlights will not be installed until no sooner than mid-December, probably early next year. Consensus of the committee was to shoot for something in March/April to celebrate the completion of 99W improvements as a stand-alone event. Goal is to have new banners up on existing and new decorative streetlights by the time of the planned celebration – exact date TBD.

Banner #'s and Bracket Ordering: The committee's packet included information on banner brackets to be purchased for the new decorative streetlights. Consensus of the committee was to purchase 52 bracket systems @ \$88 each. The bracket system selected was the Windscale 12 bracket systems.

Area Updates:

Some discussion of Travel Oregon Destination Ready Program and possible partnering with Newberg. No agreement was reached on going this direction. General agreement was that this program might not be a good fit for Dundee and/or Dundee working with Newberg.

Westend / Dundee Hotel Christmas event planned for November. Sondra had questions about raffle tickets for wine bottles. Members of the committee didn't have solid answers but referred Sondra to some other people in the area that may know all the requirements to conduct a raffle for wine.

A handwritten signature in cursive script, reading "Ted Crawford", is written over a horizontal line.

Ted Crawford, Chair