

Meeting of the Tourism Committee October 25, 2023

Committee Chair, Bruce Starr called the meeting to order at 8:15 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Bruce Starr, Ted Crawford, Jennifer Sitter, Sondra Storm, Mary Gregoire and Margo Caramella (a quorum was reached)

Committee Absentee(s): Megan Carda and Michelle Kropf

Other Attendees: Steve Dahl, Cathy Martin, Leigh Jensen and Molly Bailey

Meeting Minutes Approved: Meeting minutes from July 26, 2023 and September 27, 2023 meetings were approved.

Marketing Update: Molly attending Oregon Destination Marketing conference in January. Good hits on website from Portland for Third Thursday events. Also, Facebook hits have increased due to Third Thursday interest. Collaborating with McMinnville and Newberg on Art Harvest Studio video. Working on Truffle Trail for Feb/Mar. Some discussion about sharing public relations (PR) costs with Taste Newberg. Alternatively, Dundee could have a separate contract for part-time PR. Have received one quote for \$2,500 - \$3,500 per month. Steve Dahl indicated that if contract is for more than \$25,000, would need three bids.

Grant Updates: Some discussion about going for another Third Thursday grant. Also, possibly collaborating with Dundee Wine Growers Association on separate applications.

Strategic Planning RFP: Steve Dahl asked for a group of people to review request for proposals for the Strategic Planning bids. Reply deadline is Nov. 30th. Steve will send responses to Tourism Committee members.

Third Thursday Discussion: Vino and Vibes – Molly showed a short video. Events have had good business participation and strong turn-out. 169 passport signups associated with 65 different zip codes in Sept and Oct. Estimated 150-250 participants. 8 musicians and 10+ artists have performed. Some discussion about having a business sign-up contest to better track # of participants. Zebra owners was not that informed about pinot passports. Some discussion about asking businesses about how well they did and get them more involved in scheduling musicians in the future. Mid report due to Travel Oregon in November for the grant. Need to assess what goals have been achieved with this event – were overnight stays increased? Have spent \$40,00 - \$45,000 so far and have about \$25,000 remaining.

Area Updates: Deck the Hills will be Dec. 9th. 9th Street construction, asphalt should be laid in mid-November. The Olive Branch boutique hotel is coming along.

Meeting was adjourned at 9:30AM