

## Meeting of the Tourism Committee December 13, 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, Megan Carda, Sondra Storm, Mary Gregoire and Bethany Caruso (a quorum was reached)

Committee Absentee(s): Jennifer Sitter and Michelle Kropf

Other Attendees: Cathy Martin, Leigh Jensen, Molly Bailey and John Southgate

**Meeting Minutes Not Presented:** Meeting minutes from September 27, 2023, were not available for approval.

**Marketing Update:** Molly still planning on attending Oregon Destination Marketing conference in January. Working with Taste Newberg on Truffle Trail in Feb/Mar. Still seeing website visit bumps prior to Third Thursday events. Molly to look into costs for Airport advertising. Molly plans on hosting an influencer from the mid-west. More discussion about either working with Taste Newberg with a public relations (PR) agency. Any contract would need to be approved by City Council. Molly mentioned that the Loyal Brew contract will expire soon. Some discussion about whether the contract would be continued for another year. No decision was made on extending the Loyal Brew contract.

**Grant Updates:** Updates to Travel Oregon for Third Thursday and Strategic Planning grants are due. Another grant for accessibility study was awarded - \$70,000. New restroom has finally broken ground. More discussion of going for another grant for Third Thursday.

**Strategic Planning - Southgate:** John Southgate was at the meeting. His bid team was chosen to facilitate generation of a strategic plan for Dundee tourism infrastructure. The strategic plan will help develop policy and physical elements to support Dundee tourism. A created plan will include an action plan having short, medium and long term actions. An internal kickoff is schedule for Jan. 15<sup>th</sup>.

**Third Thursday Discussion:** \$20,000 is left in the budget. Feedback from the community has been positive. 17 businesses have participated as well as 30 artists and vendors. Passport signups associated with 74 different zip codes. City Council approved 3 more events. Some discussion about having better communication with businesses about the events so that staffing needs could be met. One observation was that the Oct and Nov events saw more family participation.

**Area Updates:** New hotel coming to Dundee called the Terrain Dundee. The new hotel will be located on the corner of 99W and 9<sup>th</sup> street. Expected to break ground in spring 2024.

Meeting was adjourned at 9:15AM