

Meeting of the Tourism Committee February 23, 2022

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

Committee Attendees: Ted Crawford, Megan Carda, Ayla Holstein, Sondra Storm and Tracy Smith

Committee Absentee(s): Noel Johnson, Jeremi Carrol, Jennifer Sitter, Marque Wright

Other Attendees: Leslie Caldwell, Cathy Martin, Jessie Zielsdorf

Meeting Minutes Approved: Meeting minutes from the December 8, 2021, Tourism Meeting were approved.

Marketing Update: Molly Bailey was not at the meeting, so no marketing update.

Taste Dundee: Tracy Smith told the committee that the current owners of the event have moved out of state and there will be no Taste Dundee event this year. Uncertain if there will even be a Taste Dundee event in the future.

Tracy Smith leaving Dobbles: Tracy Smith is leaving Dobbles Family Estate Winery and is leaving her spot on the Dundee Tourism Committee vacant. Tracy recommended Jessie Zielsdorf, works for Dobbles, as her replacement on the Tourism Committee. There was unanimous approval of adding Jessie to the Tourism Committee. Ted will recommend her appointment to Tourism Committee for City Council approval.

Travel Oregon Wine Country Grant Update: Dundee was awarded \$18,000 for digital marketing campaign and a curated itinerary. Two vendors were interviewed for working on digital itineraries, Bandwango and Royal Brew. Bandwango was deemed as a not a good fit due to high costs and what you get for that cost. Royal Brew was selected as a better fit as the up front costs were much less and costs only grow if number of users grow. Cathy Martin (Dundee Wine Growers Assoc.) had some questions about content for the digital itineraries and how Dundee would be collaborating with the Dundee Wine Growers Association for developing those digital itineraries.

New Dundee Sign Update: Rob Daykin was not at the meeting, so no update.

Area Updates:

- Some discussion of the addition of public restrooms at the new Tipsu Palach park. The City of Dundee is working on a grant with Oregon parks for the public restrooms. The grant is for \$75,000. In addition, Dundee's Urban Renewal Agency has committed to \$80,000 and an additional \$80,000 will be provided by Tourism funds. A grant of \$15,000 from the Newberg Early Bird Rotary club was also recently awarded for use to fund the public restroom.

- Dundee Wine Growers Association is working on a Wine Country License grant recently received. Major events such as Oregon Pinot Camp and the International Pinot Noir Celebration are back this year.
- Taste Newberg – Leslie Caldwell – a major Iron Man competition will occur in Salem on July 10-12. Also, July 15-24 is the World Track and Field Championships, 3,000 media, 2,000 athletes and 100,000 tickets (a lot of people). Streat of Dreams event (July 23 – Aug 14) will be held in Yamhill County this year (Newberg – off Bell Rd and in McMinnville). Streat of Dreams usually draws about 10,000 visitors or more.
- Megan mentioned that Pinot Car has a new service for providing a diner shuttle from Thursdays thru Sunday. Also, lodging reservations have been high for this time of year. The Dundee Landing Air B&B just recently opened for business
- Ayla wanted to see more effort or focus placed on reopening the paddle launch on the Willamette River. What can done to make this happen?