

Meeting of the Tourism Committee May 26, 2021

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

Committee Attendees: Ted Crawford, Megan Carda, Jeremi Carrol, Noel Johnson, Jennifer Sitter, Sondra Storm and Marque Wright

Committee Absentee(s): Ayla Holstein

Other Attendees: Leslie Caldwell, Cathy Martin, Rob Daykin

Marketing Contract with Yellow Cactus, LLC: Contract limited to \$25,000 and term ends in February, 2022. Council approved the contract but wants an ok from the Tourism Committee in regards to the scope of work indicated in the contract. Some discussion about the scope. Consensus was to maintain consistent scope from what has been done in the past with prior contract to DNA PDX.

Grant Sub-committee Update: Meeting held last week with the design consultant SARA at the site of the Alder Street public space/pocket park to be funded by a \$100,000 grant from Travel Oregon. Cathy Martin, Rob Daykin and Jeremi Carrol attended the meeting. Another meeting with the Parks Committee and Dundee residents is planned for June 2nd at the site of the new park. SARA consultants will work with the City to meet City code requirements and draw up a more detailed plan. Rob is concerned that the size of the bid contract to build the part may trigger a prevailing wage requirement that will increase the cost of the project.

Vacation Rental Hearing: Hearing set for June 1st with the City Council. Ted encouraged Tourism Committee to look at the changes to transient lodging requirements and make comments during the public hearing.

Fueled by Fine Wine: This year's race will be held on July 18th and will start and end at Billick Park. Races capped at 500. Less wineries will be pouring this year compared to past years – probably around 10 compared to around 20 in previous years.

Area Updates: Leslie Caldwell mentioned an Ironman event in Salem on July 25th that is expected to have 2,200 participants. Leslie also mentioned a WVVA event in Seattle and that Leslie would help us send some Dundee tourism materials. Sandra Storm mentioned that the Dundee is seeing a big bump in weekend reservations and advanced reservations – 99W night road construction impacts weekday stays. Sandra also said the new restaurant at the Dundee is called Field and Stream and should open soon. Taste Dundee folks reached out to Tracy Smith

and still want to hold the event, but no dates yet. Tracy also mentioned that the winery has been extremely busy and has heard that other wineries are also very busy with onsite sales.