

Meeting of the Tourism Committee June 18, 2025

Committee Chair, Alex Chiper called the meeting to order at 10:00 am via hybrid meeting
Dundee Fire Station / Zoom Web Conference

Committee Attendees: Alex Chiper, Ted Crawford, Megan Carda, Jennifer Sitter, Sondra Storm,
Mary Gregoire, Michelle Kropf, Bethany Caruso, and Mila Headley (a quorum was reached)

Committee Absentee(s): Juli Eagle

Other Attendees: Cathy Martin, Molly Bailey, Steve Dahl, Benjamin Cahoon, Josh Hren, Cary
Griffith, Leigh Jensen, and John Southgate

Marketing Update: Benjamin Cahoon, Cary Griffith & Josh Hren representing Greenhouse
Collaboratives provided updates on Instagram, Facebook and website metrics. All metrics
continue to show substantial improvement compared to same period last year. Travel Oregon
grant for collaborative work with the Dundee Hills AVA for 20th anniversary – mid-year report
was sent and approved by Travel Oregon. Giveaway campaign completed – resulted in 1,299
emails gathered, Seattle people had the highest interest followed Houston. Dundee Hills videos
completed that include 30, 60 and 90 second videos. Next 20th anniversary event will be on July
26th. Fueled-by-Fine-Wine event will be on July 13th, Travel Dundee can have a booth if a
somebody volunteers to help – nobody volunteered. The Travel Dundee blog will launch in July.
An updated Dundee walking map will be sent out via email for approval soon. Working on dog-
friendly getaways and culinary excursions.

Destination Dundee: John Southgate provided the update. Received a \$60,000 grant (with a
required \$11,000 match) from Travel Oregon for wayfinding. TGM TSP update grant
application to be submitted in July, focus for this grant is along 99W and connecting to the
riverside of Dundee. Will be working on a Dundee-wide signage project that will include a
walking map on the public bathroom wall at Tipsu Palach Park. Some discussion about finding
better/improved communication methods to reach Dundee businesses.

Third Thursday Update: All is going well. Some discussion of feather banners to place along
99W, where and how many. Alex volunteered to go and find locations along 99W where they
can be placed. Also some discussion of advertising upcoming Third Thursdays on the Fire
Station reader board.

2025 Retreat Date: New survey sent out. It looks like July 8th from 1-5 pm is the day/time.
Megan offered to host the retreat at Dundee Landing – a rental property near the river.

Next Travel Dundee Tourism meeting – Wednesday, July 16th, 10am.

Meeting was adjourned at 11:30 AM.