

Meeting of the Tourism Committee June 22, 2022

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

Committee Attendees: Ted Crawford, Megan Carda, Sondra Storm and Marque Write (committee has 7 acting members, so a quorum was reached)

Committee Absentee(s): Ayla Holstein, Jennifer Sitter, Jeremi Carrol

Other Attendees: Steve Dahl, Cathy Martin and Molly Bailey

Meeting Minutes Approved: Meeting minutes from the May 4, 2022, Tourism Meeting were approved.

Marketing Update: Molly Bailey provided a marketing update. Sondra, Cathy and Ted met with Molly Bailey to discuss ways to track our efforts and Molly is setting up a TLT tax grown goal for year-over-year \$'s for a key performance indicator (KPI) as well as developing KPIs for other marketing objectives. We need to work more closely with Air BnB to collect transient lodging taxes for Dundee. Discussion of Molly reaching out to new vacation rentals to encourage them to participate more actively with Dundee marketing activities.

Wine Country Grant Update: Passports almost ready to launch with digital adds. A website is up and ready – you can register for Loyal Brew which tracks your location to verify if you can receive a stamp in the passport.

Banner 99W landscaping maintenance strategy: City staff will install banners soon, just need to get it on the schedule. New City employee will start on July 11th. Thus, will give the city adequate staff to stay on top of landscaping along 99W and at the new park. Waiting for rains to stop to apply weed killer to control weeds.

Status of new Dundee sign: Nothing new to report.

Tourism Committee Vacancies: Two spots still vacant. Sondra said she would talk to people at the Dundee hotel or Field & Stream to see if interested. Owner of the food truck, Wooden Heart discussed as possible member.

Area Updates: Need to invite the new Taste Newberg director to our next meeting.