

Meeting of the Tourism Committee December 8, 2021

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

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

Committee Absentee(s): Ayla Holstein , Jeremi Carrol

Other Attendees: Leslie Caldwell, Cathy Martin, Rob Daykin

Meeting Minutes Approved: Meeting minutes from the October 27, 2021 Tourism Meeting were approved.

Marketing Update: Molly Bailey from Yellow Cactus provided an update. Molly gauged interest in the committee for initiating a VRBO host like marketing campaign but expanding to describe hotels, tasting room, winery, restaurant “hosts”. Consensus of the committee was favorable to this concept.

Travel Oregon Wine Country Grant Award and Banner Purchases: Sondra Storm indicated that Dundee was awarded \$18,000 for digital marketing campaign and a curated itinerary. Did not receive a grant for strategic planning, but was encouraged to resubmit a grant request in the future. May collaborate with Dundee Hills Wine Growers Association on curated itinerary, although target markets are farther away for DHWGA.

Additional details:

- Placement of video for targeted markets
- Types of itineraries – e.g., dogs, foodies, couples, family, etc.
- Booked itineraries receive a passport
- Banners in Dundee corresponding to social marketing
- Timeline – Dec. – Feb. logistics, Mar. digital campaign starts, banners up, Sept. conclude

A sub-committee to work on this grant includes Sondra, Megan, Jennifer and Cathy.

New Dundee Sign Update: This is for a new sign on the west end of 99W (near Bypass). Rob Daykin reaching out to Lucas Shuler for sign fabrication. Trying to keep the price under \$10,000 may not be possible.

Taste Dundee: Tracy Smith had further discussions with Josh Henry about Travel Dundee as a premier sponsor for a cash contribution of \$2,500 and the remaining \$2,500 to be provided via in-kind marketing contributions. Ted Crawford relayed the City Council's concerns about parking during the event. According to Tracy, parking should not be an issue as large events have been held at Dobbles Family Estate without any major issues with parking. Tracy to visit City Hall to see how many Dundee wine charms and notepads are available to put in VIP packets for the event.