

Meeting of the Tourism Committee December 7, 2022

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

Committee Attendees: Ted Crawford, Megan Carda, Sondra Storm and Jennifer Sitter (committee has 5 acting members, so a quorum was reached)

Committee Absentee(s): Ayla Holstein

Other Attendees: Steve Dahl, Mary Gregoire, Leigh Jensen and Leslie Scott

Meeting Minutes Approved: Meeting minutes from the October 26, 2022, Tourism Meeting were approved.

Marketing Update: Molly Bailey provided an update on website/social analytics. Molly wasn't at the meeting but some discussion emailing new itineraries each quarter to those that signed up to receive emails. Some discussion about whether the gifts were compelling enough to complete the passport.

Oregon Truffle Festival Support: Leslie Scott joined the meeting via Zoom to request funding assistance from Travel Dundee to cover shuttle costs to two different venues on Feb. 3rd and 4th. Asking for around \$3,000. Events will be dinners at Domaine Willamette and Adelsheim. Tickets will be around \$200/person. Marketing focus for these events will be on Newberg/Dundee. Ticket sales will be launched next week. Committee was supportive of the event, but would like to see better planning next year as the events are less than 2 months away. Committee was glad to see that events are not over President's Day weekend as that holiday weekend is not a shoulder/slow weekend.

Banner Update: Consensus was that the theme "Cellar Season" was not liked as many people may not know what that means. Talk about use of brighter colors and very short phase due to limited space on each banner to print a message.

Tourism Committee Vacancies/ Reappointments: Still have 2 open positions as of Jan. 1st. Some discussion about talking to Domaine Willamette to see if they want to engage/participate. Part-time resident Sue Larsen was mentioned. Some Committee members would rather see a full time resident. Sue could be brought up again in January. Jennifer mentioned that she could talk Michelle Kropf (Red Hills Market) to give us a restaurant-focused member.

Grant Updates:

Topic was on agenda but no notes were generated as other topics took up available meeting time.

Area Updates:

- Taste Newberg Contract Renewed for 2.5 years
- Taste Newberg working on “Wake Up in Wonder” campaign.
- A new hotel is in the works by developer Project PDX on the property at the corner of 9th and 99W. Plan is for a 30+ room hotel.
- City Administrator is working on a proposal to increase Dundee’s Urban Renewal and to hire a contractor to help Dundee develop plans for business growth along 99W.
- New bathroom at Tipsu Palach Park was bid at about \$240,000 to build. Plan is to have the bathroom ready by Aug/Sep 2023.
- Major road construction on 9th Street to Alder Street to go out for bid in January and possibly start in Mar./Apr. Construction will last several months.