

Meeting of the Tourism Committee October 26, 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 6 acting members, so a quorum was reached)

Committee Absentee(s): Ayla Holstein, Marque Wright

Other Attendees: Steve Dahl, Cathy Martin, Molly Bailey, Mary Gregoire, Lisa Bakke and Leigh
Jensen

Meeting Minutes Approved: Meeting minutes from the June 22, 2022, Tourism Meeting were
approved.

Marketing Update: Molly Bailey provided an update on website/social analytics. Recently
started Passports have been a big draw on websites. Trying to promote fall events. Working on
a monthly newsletter that will target both industry and visitors rather than having two separate
newsletters. Some discussion about using a website chat box for gathering email addresses.

Loyal Brew/Wine Country Grant Update: Discover Dundee Passport program. Molly
showed statistics for various types of passports/itineraries. The foodie passport is doing the best.
Not really promoting yet, so overall #'s are low for now. All grant funds have been allocated.

Banner Update and Plans for Holidays: Molly Bailey will send out some options to choose
for holiday banners. Steve Dahl said once the banners are received they and the snowflake lights
should be installed between early November and before Thanksgiving.

Tourism Committee Vacancies/ Reappointments: Because of the retirement of Dundee's
previous City Administrator and the hiring of the current City Administrator, reappointments to
the Tourism Committee were not completed last year. Members have 2 year terms so all terms
expire this year and will need to be renewed. There are currently 3 vacancies as Marque Wright
has indicated she will no longer be on the committee. Also, Chair, Ted Crawford will not run for
re-election on the City Council, but would still like to be on the Committee. The Chair will need
to be a City Council member. Some discussion about possible members to include the former
Edwards Property owners that operate a B&B and a Domaine Willamette person.

Air BnB Tax Collecting / Status of BnBs in Dundee:

According to Steve Dahl, Dundee has around 40 short-term rentals. The maximum is 53, but a
large number of current short-term rentals were started before the maximum was set, so Dundee
is currently not close to the cap of 53. Nothing has been done yet by the City to contact Air BnB
for auto transient tax collecting. Jennifer and Megan volunteered to talk to Steve Dahl to
encourage the City to set up auto tax payments with Air BnB.

Area Updates:

- Travel Oregon grant applications for a new round of grants are due in November. Brief discussion of seeking grants. Cathy Martin, Molly Bailey, Sondra Storm and Jennifer Sitter agreed to separately meet and discuss possible grants.
- Working on a joint advertisement with Taste Newberg for the Willamette Valley Visitor Guide
- Steve Dahl mentioned that the City could go for large grants next year that could enhance/build local trails. Grants to purchase land along the Willamette River to reopen public access to the Willamette River shore in Dundee was also discussed as a possible grant objective.