

Agenda - Dundee Tourism Committee

Date: Wednesday July 26, 2023 **Start:** 8:00 am (Dundee Fire Station/Zoom Meeting)

Attendance: Chair Bruce Starr ____, Megan Carda ____, Jennifer Sitter ____, Sondra Storm ____, Mary Gregoire ____, Ted Crawford ____, Michelle Kropf ____, Vacant ____, Vacant.

Agenda Items	Presenter	Time allotted
1. Marketing Update	Molly/Marketing Sub-Com	15
Action:		
2. Awarded and Potential Grants	Sondra/Molly	25
Action:		
3. Utilizing Services of Taste Newberg update	Steve/Bruce	10
Action:		
4. Filling vacant committee slots	Bruce/Ted	5
Action:		
5. Area Updates – Open Time	All	10
Action:		
6.		
Action:		

Meeting of the Tourism Committee April 26, 2023

Committee Chair, Bruce Starr called the meeting to order at 8:00 am via hybrid meeting Dundee Fire Station/Zoom Web Conference

Committee Attendees: Bruce Starr, Ted Crawford, Sondra Storm, Megan Carda, Jennifer Sitter, and Mary Gregoire, Michelle Kropf (committee has 8 acting members, so a quorum was reached)

Committee Absentee(s): Ayla Holstein

Other Attendees: Steve Dahl, Cathy Martin, Molly Bailey, Leigh Jensen, Denis Allen

Meeting Minutes Approved: Meeting minutes from the March 22, 2023, Tourism Meeting were approved.

Marketing Update: Molly Bailey provided an update on website/social analytics. Some discussion of collaborations with the Dundee Hills Wine Growers Association to create content. New banners are up for Spring. Travel Dundee website saw an increase in views for March. Working with Taste Newberg on a lavender trail.

2023/2024 Tourism Budget: City Administrator, Steve Dahl, maintains a forecasted a budget of \$200K for 2023/2024 plus 2 grant awards of \$60K. \$85K of the budget is earmarked for identity enhancements that includes banners, new Dundee sign (south end) and strategic planning. Some discussion on using \$5K for a print add in 3 Pacific NW magazines. Consensus of the committee was no on the print add. Some discussions on using some budget \$'s to hire a writer to write about Dundee's food scene.

Grant Updates: Sondra Storm indicated that the presentation and grant application for a \$250K Oregon State Parks grant was successful for improvements to Tipsu Palach Park. Awarded funds are to build covered seating, bike amenities, a water refill stations as well as interpretive signage. Also, proposals submitted to the Wine License Plate Grant for a strategic planning process and a series of Wine and Art walks in Dundee were submitted. Will know by mid-May if a grant will be awarded. Sondra mentioned that she needs a letter from the City to indicate non-profit status.

Utilizing Services of Taste Newberg: Bruce Starr and Steve Dahl need further discussion before bringing this topic back to the committee.

Dundee sidewalk celebration update: Put on hold to see if Wine and Art walk grant is successful.

Area Updates: Steve Dahl mentioned that 9th Street rebuild project is out for bid. Expected cost will be around \$1.5 million. Construction will start this summer. Project PDX on the corner of 9th and 99W plans to start construction in 2024. The City is in discussions with Newberg School District to purchase the land and building of soon-to-be-old elementary school. New school is scheduled to be completed by August 2024.

Meeting was adjourned at 9:30AM