

Agenda - Dundee Tourism Committee

Date: Wednesday January 22, 2025

Start: 8:00 am (Dundee Fire Station/Zoom) Meeting)

Attendance: Chair Alex Chiper ____, Megan Carda ____, Jennifer Sitter ____, Sondra Storm ____, Mary Gregoire ____, Ted Crawford ____, Michelle Kropf ____, Bethany Caruso ____, Juli Eagle ____.

Agenda Items	Presenter	Time allotted
1. Marketing Update	Molly	10
Notes:		
2. 2025 Marketing Strategy	Molly/Greenhouse	45
Notes:		
3. Opens	All	5
Notes:		

Meeting of the Tourism Committee October 30, 2024

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

Committee Attendees: Bruce Star, Ted Crawford, Megan Carda, Jennifer Sitter, Sondra Storm, and Michelle Kropf (a quorum was reached)

Committee Absentee(s): Mary Gregoire, Bethany Caruso and Juli Eagle

Other Attendees: Cathy Martin, Leigh Jensen, Molly Bailey, Steve Dahl and Dave Akerson

Marketing Update: Molly mentioned that Willamette Valley Visitor Association was hosting a Happy Hour at Aubaine Tasting room in Dundee on Nov. 14th. Some discussion of hosting influencers that publish “more than the vine” on Instagram on Nov. 17-19. Molly is working on several itineraries via which more the vine would generate Instagram content. Several committee members took a look at the Instagram account and noted they only had around 2K followers and were not that impressed that they were asking for \$3,800 to generate the Instagram content with so few of followers. Consensus was to negotiate a lower price. Also some discussion about providing Dundee logo wine glasses for the Oregon Meeting Professionals Association’s yearly meeting at a cost of \$450. Consensus was a no for the logo wine glasses for this organization. Some discussion by Molly of seeing a drop off in social media and the website compared to summer months.

Introduce New Committee Member: Julie Eagle from Dobbies Family Winery was appointed by the Dundee City Council. Julie was not at the meeting. So no introduction.

Grant Application(s) Update and Travel Oregon Competitive Grant Discussion: Brief discussion. Steve asked that ideas be sent to him for potential grant projects.

Recommendation for Marketing Strategy & Implementation Contract: A sub-committee of Ted, Mary, Sondra, Cathy, Molly and Steve meet with 3 finalists. Greenhouse Collaboratives was selected as the contractor to recommend to award the contract. Consensus of the sub-committee was that Greenhouse was local (Newberg/Dundee) and gave the impression that they would be good at strategic planning.

Sub-committee to recommend 2025-2026 budget:

Steve asked for 5 volunteers in Nov-Dec to discuss next year’s budget. May need 4 meetings to discuss how to allocate funds.

Flower Baskets: Michelle gathered some information on costs associated with putting flower baskets along Hwy 99W. Michelle obtained a price for 30 baskets. Initial costs would be \$12,000 to \$15,000 and then a yearly cost of \$10,00 to \$15,000 to maintain the flower pots from spring to fall. Steve stated that we currently lack enough funds in the budget, but that could change later in the year if TLT taxes come in higher than expected.

Area Updates:

Steve mentioned that 9th Street on the hill side of Dundee is almost done. Still waiting for the utility poles to be removed. Steve also is working with the Newberg School District Superintendent on finding a buyer for the old elementary school and property.

Meeting was adjourned at 9:15AM

Meeting of the Tourism Committee December 18, 2024

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

Committee Attendees: Ted Crawford, Megan Carda, Michelle Kropf, and Mary Gregoire (a quorum was reached as committee has 8 members following resignation of Bruce Starr)

Committee Absentee(s): Jennifer Sitter, Sondra Storm, Bethany Caruso and Juli Eagle

Other Attendees: Cathy Martin, Leigh Jensen, Molly Bailey and Steve Dahl.

Marketing Update: Molly mentioned that she will be filming at Roco, 4 Graces and the new deli, Merenda to create some video content. Molly has been participating in Yamhill County Tourism group and that group is planning to hold a get together for industry partners in Yamhill County. This group is also working on an outdoor recreation map.

Grant Application Award Discussion: Dundee received a \$50K grant to work with the Dundee Hills Wine Growers Association to promote the 20th anniversary of the founding the Dundee Hills AVA. Some discussion on how the \$'s are to be spent over the next year to promote the anniversary. Consensus of the group was to focus \$'s on shoulder season marketing.

2025-2026 budget update:

Sub-committee has not met yet. Steve did mention that TLT revenue is coming in higher than forecast.

Other Activities in Dundee now and new year: Steve mentioned that the City has approved plans for the upcoming construction of the Terrain Hotel. Construction expected to start next year. A project near Trellis is expected to be built soon. 13th Street has been moved to facilitate expansion of the Dundee Hotel. CPRD is expected to do some minor work on the Sander Estate Park on 5th Street next year. No movement on the old elementary school. 9th Street sidewalks are expected to be completed in January. 9th Street paving is not to finished until April due to winter temperatures not being conducive for new asphalt. Third Thursday is expected to start up again in April.

Meeting was adjourned at 9:10AM