



## **Tourism Walla Walla Board Meeting**

### **Walla Walla Valley Chamber of Commerce**

**August 22, 2013**

**Present:**

Scott Peters, Jennifer Northam, David Woolson, Justin Wylie, Ron Peck, Shane Laib, Kyle Mussman, Duane Wollmuth, Zachary Fraser, Michele Rennie, Andrae Bopp

**Absent:**

Jay Brodt, Cindy Purcell, Mindy Nelson, Chris Garratt, Tim McCarty, Kay Wessel

Meeting was called to order at 3:30 pm by Scott Peters, Chair

Scott requested consent to move agenda item 6c to follow the Financial Report due to the fact that David Woolson of the Chamber needs to leave the meeting early. The agenda was approved unanimously.

#### **May 17, 2013 Minutes**

A motion to approve the May 17, 2013 minutes as presented was made by Kyle Mussman, and seconded by Andrae Bopp. The motion to accept the minutes passed approved unanimously.

#### **Financial Information**

Ron reviewed the July financial information. Board discussion ensued.

A motion to accept the financial report as presented was made by Duane Wollmuth, and seconded by Zach Frazier. The motion to accept the financial information as presented passed unanimously.

#### **Resolution #1-8-22-13**

Ron reviewed the resolution regarding cooperation and collaboration between Walla Walla economic development nonprofit organizations. A board discussion ensued.



A motion to add an amendment to the resolution with language that states there be a representative of the Hotel/Motel Association and the B & B Association was made by Andrae Bopp and seconded by Michele Rennie.

A motion to add an amendment to the resolution to add language to request the other boards in the hope of mutual reciprocity and to consider a similar resolution for their boards was made by Zachary Fraser and seconded by Kyle Mussman.

A motion to approve the resolution with the two amendments was made by Andrae Bopp and seconded by Michele Rennie. The resolution was passed unanimously.

### **Marketing Report**

Ron reviewed the marketing report information from DVA and presented the FY 2013 Additional Marketing Budget. Substantial board discussion ensued.

A motion to approve the revised TWW budget and to spend an additional \$20,000 on marketing was made by Kyle Mussman and seconded by Andrae Bopp. It was agreed that \$6,800 of the \$20,000 would be allocated as presented by staff and a revised plan for the remaining \$13,200 will be forwarded to the board.

Ron presented the Website Lodging Listing proposal. A board discussion ensued. It was decided to develop a pricing structure for lodging, transportation, restaurants, activities and attractions with the following:

Basic listing = \$100 per year

Enhanced listing = \$500 per year

Featured listing = \$1000 per year

It was also decided that a more in depth discussion with regard to travel related businesses participation in geographic areas outside Walla Walla County and the Walla Walla AVA would be added to the Board retreat, which will be scheduled for this fall.

The board instructed staff to have the "location" descriptions on the TWW website for Restaurants and Lodging changed as soon as possible. They want them to be as follows:

Walla Walla

WW Valley Dayton

WW Valley Waitsburg

WW Valley Touchet

WW Valley Milton-Freewater

**Available Board Member Position**

Ron Williams from Shakespeare Walla Walla was nominated. Scott Peters will contact Ron and report back to the board on his interest and willingness to participate.

**Office Relocation**

Ron is still waiting for a second bid for renovation of the UB space. He informed the board that there was asbestos found in the ceiling of the UB space. The board informed Ron that TWW was not to pay for any abatement of asbestos. Ron was to contact Rob Blethen.

Meeting adjourned at 5:25 p.m.