



Tourism Walla Walla Board Meeting

Walla Walla Valley Chamber of Commerce

September 19, 2013

Present:

Zachary Fraser, Chris Garratt, Shane Laib, Tim McCarty, Kyle Mussman, Mindy Nelson, Jennifer Northam, Ron Peck, Scott Peters, Michele Rennie, Kay Wessel, Ron Williams, Duane Wollmuth

Absent:

Andrae Bopp, Jay Brodt, Cindy Purcell, David Woolson, Justin Wylie

The meeting was called to order at 3:39 pm by Scott Peters, Chair

A motion to accept the Agenda as provided was made by Duane Wollmuth and seconded by Chris Garratt. The Agenda was approved unanimously.

A motion to confirm Ron Williams of Shakespeare Walla Walla as a new board member was made by Duane Wollmuth and seconded by Zach Fraser. Ron Williams was confirmed as a board member unanimously.

August 22, 2013 Minutes

A general discussion about the August minutes ensued. Staff was asked to rephrase two items in the August minutes and then re-submit the minutes at the October meeting.

Tim committed to determine if city code regulations require a public posting of the TWW Board meeting minutes on the TWW industry website.

Financial Information

Ron Peck reviewed the financial reports. He reported we are now taking ticket sales in the visitor booth and that expenses for sales will be shown under operating expenses on future financial statements.

Zach asked when our CD's mature. Ron committed finding out the dates and report back to the board by October 17 board meeting.



Ron reported that the Walla Walla Country Lodging Tax Advisory Committee, (LTAC) has approved a \$20,000 contribution for FY14 and that it is to be used to promote travel for the Walla Walla County area. A presentation will be made to LTAC at their November meeting.

A general board discussion about the financials ensued.

A motion to accept the financials as presented was made by Michele Rennie and seconded by Kay Wessel. The motion to accept the financial information was passed unanimously.

Marketing Report

Ron briefly reviewed the marketing report from DVA. He also presented his proposal for the pricing structure for the share Walla Walla website. Substantial discussion ensued.

A motion to accept the pricing proposal as presented for 2014 consisting of a basic listing on the website for all lodging, restaurants, and things to do categories in Walla Walla County and for wineries in the Walla Walla AVA will be \$0. An enhanced listing for the same would be \$500.00 and for a featured listing, \$1000.00 was made by Duane Wollmuth and seconded by Chris Garratt. The motion passed with one dissenting vote.

Staff was directed to establish criteria for being listed in the "Things to Do" section of the website.

Other Business:

Ron reported that Hertz will be the new car rental partner for the Taste & Tote promotion.

The October board meeting will be on Thursday October 17, at 3:30. Shane will check into reserving the meeting room at the police station.

It was proposed that the November 21st board meeting be considered for the day long board retreat. Staff will poll the board in an effort to identify if the proposed day will obtain solid participation.

Scott reported he heard from Shannon Bergevin, board president of the Chamber of Commerce, concerning our resolution #1-8-22-13. She stated that although they appreciate the theory behind it, they are declining the offer and will not be formalizing a similar resolution.



Scott reported he did not have an official reply from the DWWF, the Wine Alliance, Hotel / Motel Commission, or the Bed and Breakfast Association yet.

Ron reported we are still considering options for moving the Tourism offices and the goal is to keep the overall cost of the administration location to under \$1,000 a month.

Meeting adjourned at 5:11pm.