



**Tourism Walla Walla Board Meeting  
Banner Bank Corporate Offices  
January 16, 2014**

**Present:**

Andrae Bopp, Jay Brodt, Tim McCarty, Mindy Nelson, Jennifer Northam, Ron Peck, Scott Peters, David Woolson

**Absent:**

Zachary Fraser, Chris Garratt, Kyle Mussman, Cindy Purcell, Ron Williams, Duane Wollmuth, Justin Wylie

**Guest:**

Terra Luthi, Ann Hooper

The meeting was called to order at 3:42 pm by Scott Peters, Chair.  
There was no quorum. No actions were taken.

**December 19, 2013 Minutes**

One correction, Justin Wylie was present and Mindy Nelson was listed as present and absent. She was absent. December minutes will be updated and re-presented at the March 2014 meeting.

**Financial Information**

Ron Peck reviewed the financial reports and reported that there is a surplus. He is recommending the board allocate \$33,000 to reserves and the rest to be spent on marketing in 2014. This will be re-presented at the March meeting for a vote.

**Marketing Report**

Ron Peck discussed the Marketing Report provided by DVA. He mentioned Walla Walla was listed in the current Wine Enthusiast magazine top ten list of wine destinations worldwide. We will be sending out a press release to announce the listing. He is working on the website usability study with DVA and it will be



completed by June 1<sup>st</sup>. Tourism Walla Walla staff will be attending the Boise, ID golf show in February and the two Wine Alliance events, (Portland & Seattle) also in February.

### **Directors Report**

The TPA reports have not arrived yet, but will be forwarded to the board as soon as they are available. Ron Peck is working with Tim McCarty to complete a new contract with the city for 2015-2019. He also added completion dates to the three year strategic plan, as directed in the December board meeting. This will be sent to the board via email.

### **Other Business**

Scott Peterson reviewed the Conflict of Interest policy included in the meeting packets. He asked all board members to read, complete and sign.

Moving to a Consent Agenda was discussed. The board directed staff to use one starting with the March 2014 board meeting.

Scott Peterson asked Tim McCarty if he knew when the City Council was going to appoint someone to Shane Laib's vacated board seat. He said it should be soon.

Meeting adjourned at 4:23 pm.