



**Tourism Walla Walla Board Meeting
Columbia REA Conference Room
March 27, 2014**

Present:

Dick Morgan, Ron Peck, Scott Peters, Cindy Purcell, Ron Williams, Duane Wollmuth, Kyle Mussman (via phone), Ann Hooper, Andrae Bopp, David Wollson, Terra Luthie

Absent:

Jennifer Northam, Tim McCarty, Chris Garratt, Justin Wylie, Zachary Fraser, Jay Brodt, Mindy Nelson

The meeting was called to order at 3:36 pm by Scott Peters, Chair.

A motion to accept the consent agenda was made by Cindy Purcell and seconded by Terra Luthie. The motion was approved unanimously.

Marketing Report - Ron Peck

Ron gave an update on the revised creative and proposed that the revised Share Walla Walla material be presented to the marketing committee and then to the board at the April meeting. The board concurred.

Ron gave an update on the Boise and Spokane golf shows. Per the marketing plan both shows were covered by TWW. Each event garnered 500-700 emails, which are being added into the database.

Ron gave an update on the Taste WA event that TWW and the Wine Alliance will collaboratively share a booth at in Seattle at the end of March. The board requested that action be taken as quickly as possible with respect to communicating to the collected emails from the event. Ron will work with staff to accomplish as quickly as possible.



Website Usability Study – Ron gave an update on the status of the website Usability project and stated that the actual research by potential users is scheduled to begin in April by the contracted research firm, Destination Analysts.

California Trip – Ron Peck and Duane Wollmuth will be participating in media and journalist visits in San Francisco with Justin Yax of DVA in April.

Feast – TWW has worked to solicit two travel writers to visit Walla Walla and participate in the Feast event.

Executive Directors Report – Ron Peck

A discussion ensued regarding the proposal of where to apply the surplus from FY2013.

Cindy Purcell motioned to approve the proposal to put \$33K in reserve and \$70K into marketing for FY2014. The motion was seconded by Terra Luthie. The motion was approved unanimously.

Ron reported on the Borleske Committee meeting he attended at the request of Peter Harvey of Whitman College.

Ron stated he is willing to continue to make presentations to community organizations on the results of the Visitor Survey. One additional presentation is scheduled with a Walla Walla University Business class.

Ron gave an update on the Signage/Way Finding project. He requested that the work group be afforded the opportunity to present to the board at the June board meeting. Brief discussion ensued and the board concurred that a presentation by the Wayfinding group should be made at the June board of directors meeting.

A discussion ensued about moving the monthly board meeting. It was decided to leave it the third Thursday of every month.

Other business – Scott Peters

A draft of the RFP has been vetted by the Exec committee and Kyle Mussman. A discussion ensued. A motion was made by Ron Williams to authorize the release of RFP with the board's suggested changes. The motion was seconded by Cindy Purcell. The motion was passed unanimously.



Executive Session

A motion was made by Duane Wollmuth and seconded by Cindy Purcell to go into executive session at 4:35pm. Motion passed without dissent.

The board came out of executive session at 4:50pm. A motion was made by Ron Williams, and seconded by Andrae Bopp to increase the Executive Director's annual salary by 2% and award him the full bonus as laid out in the Executive Director's offer of employment. The motion passed unanimously.

At 4:55pm the board adjourned.