



**Tourism Walla Walla Board Meeting  
Marcus Whitman Hotel  
April 17, 2014**

**Present:**

Justin Wylie, Ron Williams, Ron Peck, Cindy Purcell, Jay Brodt, Chris Garratt, Ann Hooper, Kyle Mussman, Terra Luthi, Zachary Fraser, Tim McCarty

**Absent:**

Andrae Bopp, Dick Morgan, Mindy Nelson, Jennifer Northam, Scott Peters, Duane Wollmuth, David Woolson

The meeting was called to order at 3:31 pm by Chris Garratt, Vice Chair.

A motion to accept the consent agenda was made by Ron Williams and seconded by Jay Brodt. The motion was approved unanimously.

**Marketing Report - Chris Garratt & Ron Peck**

Ron gave an update on the San Francisco media visit this week with Duane Wollmuth and Justin Yax from DVA. They met and established personal relationships with several magazines and freelance writers. The magazines included; Smart Meetings, Wine & Spirits, VIA (AAA publication for Northern California, Oregon and Idaho) and Sunset.

Ron gave an update on the Pacific Northwest wine trail tour he is working on with Travel Oregon and the Walla Walla Valley Wine Alliance. The intent is to develop and create a multi-day trip that includes the Willamette Valley, the Columbia Gorge and the Walla Walla Valley. They are working on setting up a FAM trip for the fall.

**Executive Directors Report – Ron Peck**

Ron reported the RFP for the west coast sales/marketing person/organization is completed and has been sent out. He has already received replies from a number of interested parties.

A review committee was formed and consists of Ron Peck, Terra Luthi, Kyle Mussman, Chris Garratt and Tim McCarty. Discussion ensued regarding the



manner in which the RFP review committee should work and reach a decision for the correct selection of the RFP awardee.

A motion was made by Zachary Fraser to empower the RFP review committee to make the hiring decision for the consultant and complete the process. The motion was seconded by Cindy Purcell. The motion was approved unanimously.

Ron reported that the Visitor Center is now open seven days a week.

Ron reported that the Port of Walla Walla has revised their tourism grant policy & procedures. Ron spoke at the most recent Port meeting regarding their tourism grant policy, recognized and gave credit to the Port for their efforts in promoting travel and the visitor industry in the Walla Walla Valley. The grant amount for 2014 is estimated to be in the \$25,000 range.

Ron thanked the board for his positive review and continued employment.

Ron and Mary from DVA presented the new creative for the Share Walla Walla campaign. A discussion ensued. Ron and Mary will work with the marketing committee to make the selection of who/which businesses will be spotlighted.

### **Other business**

A discussion ensued about the contract renewal process with the City of Walla Walla.

At 4:44pm the board adjourned.