



**Tourism Walla Walla Board Meeting  
Power House Theater  
May 22, 2014**

**Present:**

Ron Williams, Ron Peck, Jay Brodt, Chris Garratt, Ann Hooper, Terra Luthi, Tim McCarty, Dick Morgan, Mindy Nelson, Jennifer Northam, Scott Peters, Duane Wollmuth

**Absent:**

Andrae Bopp, David Woolson, Justin Wylie, Cindy Purcell, Kyle Mussman, Zachary Fraser

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

A motion to accept the consent agenda was made by Terra Luthi and seconded by Chris Garratt. The motion was approved unanimously.

**Marketing Report - Chris Garratt, Ron Peck, Duane Wollmuth**

Ron gave an update on the San Francisco media visit that occurred in April 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 collaboratively with Duane and the Wine Alliance, Travel Oregon, Alaska Airlines, and Hertz. 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 media FAM trip for the fall.

Ron Williams suggested inviting FAM trip attendees to an event at one of our local theaters if possible.

Ron Peck gave an update on the Northwest Travel Writers Conference recently held in Spokane, that he participated at with Justin Yax of DVA. They made contact with



several travel writers and received some great leads and feel there may be several articles as a result.

The travel writers conference will be in Bend in 2015 and both Ron and Justin feel Walla Walla has a good chance of getting the conference for the spring of 2016.

Ron gave a brief update on the Share Walla Walla campaign. The short list of personalities will be sent to the marketing committee this week. We have received 7 bids from videographers and photographers and will be making our selection soon.

Terra Luthi reported she spoke with the new organizers of the balloon stampede and they are probably going to move the event to October. They will host a mini stampede this October and then the full event in October of 2015. Discussion ensued regarding the value of identifying another spring event to replace Balloon Stampede. It was agreed that TWW staff should discuss further with the various economic organizations and business leaders and assess merits of another spring event.

### **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. The review committee, Ron Peck, Terra Luthi, Kyle Mussman, Chris Garratt and Tim McCarty, will be meeting soon to go over the RFP's.

Ron reported that he and Barb Commare met with representatives of the new Marriott Courtyard. There was a good exchange of information. He thanked Ron Williams for facilitating the meeting. The Hotel Group, who will manage and operate the property, stated they are on track to have the hotel open in December of 2014.

Ron stated that he will be presenting the results from the research survey at the Walla Walla Airport EDAC meeting next week.

### **Other business**

Ron Peck presented a PowerPoint presentation on the results of the website usability study.

It was decided to remove the dollar sign price rankings from the site.



A brief discussion ensued about the financial reserves of Tourism Walla Walla. The board directed Ron Peck to get a copy of the Cities policy on reserves for the next board meeting. They would also like to see what the agencies operating costs are for two months and what the DVA contract states about termination.

At 4:53pm the board adjourned.