



**Tourism Walla Walla Board Meeting
Holiday Inn Express
June 26, 2014**

Present:

Ron Williams, Ron Peck, Jay Brodt, Chris Garratt, Terra Luthi, Dick Morgan, Scott Peters, Duane Wollmuth, Kyle Mussman, Zachary Fraser

Absent:

Andrae Bopp, David Woolson, Justin Wylie, Cindy Purcell, Ann Hooper, Tim McCarty, Mindy Nelson, Jennifer Northam

Guests: Elio Agostini from the Downtown Walla Walla Foundation and Jenny Dickinson from the Port of Columbia.

The meeting was called to order at 3:50 pm by Scott Peters, Chair.

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

Marketing Report - Chris Garratt, Ron Peck, Duane Wollmuth

Ron and Duane reported the Taste & Tote program with Alaska Airlines was renewed for another two years. One change to the program is that travelers will have to be registered in the Alaska Frequent Flyer program to take advantage of the first case flies free offering.

Ron reported on the Share Walla Walla campaign and showed a brief Power Point of some of the photos.

Ron reported that we have started an Instagram page and will plan to announce it in our July newsletter.

Executive Directors Report – Ron Peck

Ron reported that the RFP committee met yesterday and selected Scoring Marketing to move forward with the project. He will call the other applicant and let them know a decision has been made.



Other business

Ron, Duane, Elio and Jenny presented information on the Way Finding project. They are still in the funding phase. They will be making a formal presentation to the Port of Walla Walla in hopes of receiving a contribution. They reported that the City of College Place, Dayton, and the Walla Walla Valley Wine Alliance have already agreed to make a contribution. This project was started in 2010 and many local organizations have contributed to the initial phases.

A discussion ensued.

Ron presented financial information, in the form of an excel spreadsheet, with projections for the end of FY 2014. He reported that operating expenses will be under budget from what was planned in Jan 2014.

He reported the following;

Share campaign (DVA) – 12,915
Share campaign (video/stills) – 11,750
Group consulting RFP – 12,500

These items were previously approved by the board as additional expenditures.

He asked the board to additionally approve the following;

Wayfinding – 25,000
Additional Website improvements – 11,450
Additional Adv & Public Relation efforts – 24,673
Kiosk corrected signage – 2,100

A motion was made by Duane Wollmuth to spend the additional 63,223 that Ron was recommending. The motion was seconded by Chris Garratt.

A discussion ensued.

The motion was defeated.

The board directed Ron to send the information to the board via email to be discussed again at the August board meeting.

The board decided to cancel the July board meeting.



At 5:06pm the board adjourned.