



**Tourism Walla Walla Board Meeting
Columbia REA Conference Center
September 29, 2014**

Present:

Ron Peck, Chris Garratt, Terra Luthi, Dick Morgan, Scott Peters, Duane Wollmuth, Kyle Mussman, Zachary Fraser, David Woolson, Cindy Purcell, Ann Hooper, Tim McCarty, Jennifer Northam, Andrae Bopp, Mindy Nelson,

Absent:

Justin Wylie, Jay Brodt, Ron Williams,

The meeting was called to order at 3:04 pm by Scott Peters, Chair.

A motion to accept the consent agenda was made by Cindy Purcell and seconded by Duane Wollmuth.

The motion was approved unanimously.

Marketing Report - Chris Garratt, Ron Peck

Ron reported on the fall radio campaign, and several upcoming FAM trips; including the Willamette to Walla Walla trip in conjunction with Travel Oregon and the Walla Walla Valley Wine Alliance, the Delta Airlines media visit and blogger Tammilee Tillison.

Executive Directors Report – Ron Peck

As a follow up to the last board meeting, Ron reported that the Red Lion had 20 rooms out inventory and this will have skewed the STR numbers for July and August. Terra added that the HIE probably had rooms out of inventory too because of the remodel.



Ron also gave a brief update on the signage project and stated that upcoming meetings were scheduled with Jim Johnson, Bill Clemens of Pacific Power and the City of Milton-Freewater.

Ron spoke with Tim McCarty recently about the upcoming deadline for the contract between TWW and the City of Walla Walla. Tim strongly suggested we exercise the two year extension option in our contract.

A motion was made by Cindy Purcell to have Ron Peck request a two year extension of our contract with the City of Walla Walla.

The motion was seconded by Andrae Bopp.

The motion was passed unanimously.

Other Business Substantive Issues

Group meeting solicitation report was given by Scoringe Marketing Group.

A discussion ensued.

The October board meeting was moved to Thursday, October 23 at 3pm. Location TBD.

Scott Peters announced that all future board meetings would begin at 3:00pm instead of 3:30pm.

At 5:38pm the board adjourned.