



**Tourism Walla Walla Board Meeting
GESA Power House Theatre
Annual Meeting
January 15, 2015**

Present:

Ron Peck, Dick Morgan, Scott Peters, Kyle Mussman, Zachary Fraser (via telephone), Jennifer Northam, Ron Williams, Cindy Purcell, Mindy Nelson, Jay Brodt, Terra Luthi, Duane Wollmuth, David Woolson, Ann Hooper, James Payne

Absent:

Andrae Bopp, Chris Garratt, Tim McCarty

The meeting was called to order at 6:05 pm by Scott Peters, Chair. A quorum was present.

Scott introduced the existing Board members and thanked the 2014 Board and Executive committee for their work and gave recognition of service to the two exiting Board members; Justin Wylie – Va Piano Vineyards and Cindy Purcell – Banner Bank.

Scott introduced Zachary Fraser as the incoming Chair for 2015.

Zach introduce the 2015 new incoming board member, James Payne from Fort Walla Walla and the Executive Committee for 2015; Scott Peters – Past Chair, Chris Garrett – Vice Chair, Duane Wollmuth – Treasurer, Ron Peck – Executive Director.

Duane gave a brief recap of FY14 Revenue and Expenses.

Ron Peck gave a presentation recapping Tourism Walla Walla 2014 marketing efforts, including the videos from the “Share Walla Walla” campaign and listed highlights of the 2015 Marketing Plan



Ron introduced guest highlighted Speaker Dave Blandford, VP of Communications for Visit Seattle.

Mr. Blandford gave a presentation about "Growing Tourism, Building Partnership". He discussed the importance of international travelers to Washington State, the value of working collaboratively for travel trade and media trips and the importance of the wine industry to tourism in the state of Washington.

Zachary opened the meeting up to questions from the audience.

At 7:05 pm the meeting adjourned.