



Tourism Walla Walla Board Meeting

Walla Walla Valley Chamber of Commerce

October 17, 2013

Present:

Jay Brodt, Zachary Fraser, Tim McCarty, Kyle Mussman, Jennifer Northam, Ron Peck, Cindy Purcell, Michele Rennie, Ron Williams, Duane Wollmuth, Justin Wylie

Absent:

Andrae Bopp, Chris Garratt, Shane Laib, Mindy Nelson, Scott Peters, Kay Wessel, David Woolson

The meeting was called to order at 3:28 pm by Jay Brodt, Past Chair.

No changes to the agenda were made.

August 22, 2013 Minutes

A motion to accept the August 22, minutes was made by Michele Rennie and seconded by Kyle Mussman.

The August minutes were accepted unanimously.

September 19, 2013 Minutes

A motion to accept the September 19, minutes was made by Zach Fraser and seconded by Kyle Mussman.

The September minutes were accepted unanimously.

Financial Information

Ron Peck reviewed the financial reports and reported the maturity date of our CD is Feb. 2015. This question was asked at the September board meeting.

A general board discussion about the financials ensued.



A motion to accept the financials as presented was made by Duane Wollmuth and seconded by Justin Wylie. The motion to accept the financial information was passed unanimously.

Marketing Report

Ron briefly reviewed the marketing report from DVA. He reported that the lengths of time visitors are staying on our website is up slightly. A full report on the research survey will be presented at the November meeting.

Ron presented the staff's and DVA's proposal on how to spend additional marketing dollars.

A general board discussion ensued regarding the additional expenditures in FY13.

A motion was made by Kyle Mussman to approve the DVA portion of the proposal and Ron to identify which staff proposals stipulate payment in FY13 and follow up with the board via email, seconded by Michele Rennie. The motion was approved unanimously.

Other Business:

A motion to create a nominating committee consisting of Ron Peck, Kyle Mussman, Duane Wollmuth and Scott Peters was made by Ron Williams and seconded by Michele Rennie.

A general board discussion ensued about the November board retreat.

It was decided two half days were preferred over one full day. Staff is to send out an email polling the board as to which days to hold the retreat. It was also decided to hire a facilitator to lead the meeting. The board instructed staff to put together the 2014 budget with the marketing committee prior to the board retreat. The board would like the retreat to focus more on future planning and visioning instead of day to day operations.

Meeting adjourned at 5:20pm.