



**Visit Walla Walla Board Meeting  
Fort Walla Walla Museum  
November 19, 2015**

**Present:**

Zachary Fraser, Jennifer Northam, Ron Williams, James Payne, Mindy Nelson, Duane Wollmuth, Andrae Bopp, Ron Peck, Ann Hooper, Melissa Berghan, David Woolson, Scott Peters, Chris Garratt, Carrie Brennan,

**Absent:**

Kyle Mussman, Dick Morgan, Terra Luthi, Tim McCarty

Guests: Mary Angelo from DVA. Matt Bobbitt and Daniel Guzman from Tangent Media.

The meeting was called to order at 3:07 pm by Zachary Fraser, Chair. A quorum was present.

A motion to accept the consent agenda was made by Ron W. and the motion was seconded by Jennifer. The motion passed unanimously.

Ron Peck showed the completed Gentlemen of the Road video created by Tangent Media.

Recognition by the board was given to Tangent for creating a strong piece. A discussion ensued.

Guests, Matt and Daniel left the meeting.

**Marketing Report – Ron Peck**

Ron introduced and welcomed Marcus Carney as the recently hired group sales manager.

Zachary introduced and welcomed Carrie Brennan as the newest member of the Visit Walla Walla Board of Directors.

Ron gave highlights from the marketing report and an update on the VRBO / B&B working group. It was requested that the ad hoc group take a hiatus



until after the GOTR event. Ron stated that he will work to reconvene the group in the first quarter of FY16. A discussion ensued.

Ron and Duane gave an update on the valley way-finding signage project. It continues to move forward. To date over \$200K has been committed from various entities. Dayton hopes to have signs as early as the first half of 2016. Zachary asked for a summary email, including a funding update, on where the project is at in the process, who contributed, etc.

The subject of Board Member positions was brought up by Duane. He stated that this is the third meeting that Kyle has missed. A discussion ensued.

A motion was made by Duane to remove Kyle from the board due to continued lack of attendance. The motion was seconded by Andrae. A discussion ensued. The motion passed unanimously.

A motion was made by Duane to offer a place on the board to Dan Leeper, the General Manager of the Marcus Whitman Hotel to fulfill Kyle's current term that ends 12/31/17. The motion was seconded by Jennifer. A discussion ensued. The motion passed unanimously.

### **Executive Directors Report – Ron Peck**

Ron presented the FY 2016 Budget. Duane questioned the appropriateness of reflecting retained earnings versus net assets as a non-profit 501 C-6. A discussion ensued. It was agreed that Ron was to review with the accountant and identify the correct manner in which remaining revenue should be identified.

As part of the budget presentation for FY16 Ron requested consideration be given to reducing VWV's reserve level. He stated that he was very comfortable with a reduced level in the reserve given the identified risk / exposure estimation, strong end of month operating checking balance and final receipts that would be obtained from the City of Walla Walla. A discussion ensued including a clarification on the operating checking balance from Chris. A motion was made by Scott to reduce our reserve to \$50K. The motion was seconded by Andrae. Further discussion ensued. The motion passed with one vote against.



Ron continued to go over the 2016 budget. He was asked to include actuals in the budget for future presentations. He discussed the grant program and suggested expanding it for 2016. A discussion ensued. It was suggested that Ron work with the Executive Committee to establish a set of guidelines, policies and procedures for VWW's Events, Activities and programs grants.

4:49pm Carrie Brennan left the meeting. A quorum was still present.

A motion was made by Ron W. to approve an additional 50K for the 2016 grant program. The motion was seconded by Scott. The motion passed unanimously.

A motion was made by Ron W. to approve the 2016 budget as presented. The motion was seconded by Jennifer. A discussion ensued. The motion passed unanimously.

Ron P. will meet with the Executive Committee to draft guidelines to work with an increased grant program and report back to the board in December.

Ron P. thanked Ann and Ron W. for all of their help with updating the employee manual. He stated that the manual had been reviewed by an attorney and was included in the meeting packet.

A motion was made by Ann to approve the employee handbook as presented. The motion was seconded by Chris. The motion passed unanimously.

### **Other Business**

Next board meeting is the annual meeting on 1/21/16 at the Courtyard by Marriott.

Meeting adjourned at 5:13pm.