



**Tourism Walla Walla Board Meeting
City Hall – Council Chambers
November 20, 2014**

Present:

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

Absent:

Justin Wylie, Jay Brodt, Terra Luthi, Chris Garratt

The meeting was called to order at 3:05 pm by Scott Peters, Chair.

Ron Peck requested one addition to the meeting agenda, the presentation of the matching grant appointees by the grant committee.

A motion to accept the consent agenda with the one addition to the meeting agenda was made by Duane and seconded by David.

The motion was approved unanimously.

Marketing Report - Ron Peck

Ron reviewed the October marketing report. He reported that the website was continuing to perform quite well. He mentioned the efforts being made thus far for the TWW "February is for Foodies" promotion and recognized Barb Commare for her efforts. The job description for the sales director is almost ready and he hopes to have the position posted prior to the end of the year. He is also seeking additional information concerning the salary for this position.

Ron reported that he, Duane and David attended a meeting at the Port of Seattle with Alaska Airlines. They all felt that Alaska Airlines was very pleased with the numbers from the Walla Walla Airport and are looking forward to our continued success.



Ron also met with Jennifer Skoglund and Jim Kuntz of the Walla Walla Airport and the Port of Walla Walla. The Port and the Airport would like to partner with TWW to promote air travel to Walla Walla as a continuation of the grant funds obtained by the Port that have been dissipated. The Airport is willing to contribute 10-15K and the Port of Walla Walla 15-35K. Ron suggested TWW contribute 10-15K. These combined funds would then be used in a joint effort for internet based, geo targeted banner advertising.

A discussion ensued. Consensus was reached to move forward with the cooperative advertising effort with TWW, the Port and the Airport.

Ron requested that the board members ask their Facebook friends to "like" the Tourism Walla Walla Facebook page. We are almost to 4000 likes and want to get there before the end of the year.

Executive Directors Report – Ron Peck

Ron reported that the TWW Annual meeting will be held at the Courtyard by Marriott on January 15th. If the Marriott should not make their open date, we have a back-up location at the Power House Theatre. Ron asked the board members to be sure to personally invite people to attend the meeting. He is working on securing a special speaker for the event.

Ron discussed the request he received from the WTA to serve as the SE Washington representative on their board and also on their transition team.

A discussion ensued.

The board recommended that Ron accept the position.

Cindy inquired about the status of the letter to the City Manger, discussed at the October meeting, asking for an extension of our contract for 2015 and 2016 with the City. Ron reported he had not received a reply as of yet. Tim added that he did not foresee any difficulty with the City extending the contract. Cindy expressed concerns about the December 31 deadline that was approaching. Tim assured her that we would not miss the deadline.



Other Business Substantive Issues

Scott reported the results of the Nominations Committee, which was comprised of Jennifer, Ron P. and Scott.

Kyle, Scott, Cindy and Andrae are all at the end of their first term and are up for re-election. All agreed to return next year. Justin Wylie will be stepping down from his position on the board due to an increasing amount of travel. James Payne, from Fort Walla Walla has been asked to consider returning to the TWW board and has agreed

The recommendations from the Nominating committee for the Executive Committee for 2015 are as follows:

Chair – Zachary Frasier
Vice Chair – Chris Garratt
Sec/Treasurer – Cindy Purcell
Past Chair – Scott Peters

At this point Cindy spoke up and reported that her status of being able to return has changed. She is going to have to travel a great deal in 2015 and could not commit to be at the meetings. She still wants to be able to contribute to TWW but would understand if the board did not want her to continue as a Director.

Cindy left the room and a discussion ensued.

When Cindy returned to the meeting, Scott informed her that the board was not asking her to step down. He suggested that since her term was up at the end of 2014, we would accept and understand if she chose not to take on a second term starting in 2015.

It was agreed that a revised slate of candidates including James Payne and a possible wine industry board member be identified. Consensus was reached that the board vote on the 2015 board members and 2015 executive committee would be at the December 18 board meeting.



Ron reported that the Matching Grant review committee (Ron P., Kay Wessel, James Payne and Zachary) met and he presented a spreadsheet with the applicants and the grantees. The total amount of selected grants was \$750 more than what was budgeted. He reported that last year, we did not grant all of the money allocated and requested we spend the extra money this year.

A discussion ensued.

A motion was made by Jennifer to accept the slate of grantees as presented by the Matching Grant review committee. The motion was seconded by Ann. The motion passed unanimously.

Scott and Ron presented the results of the By-laws review committee.

A discussion ensued.

The board agreed to table the approval of the By-laws to the December meeting. Staff was asked to make several modifications and e-mail the updated draft to the board for review when available.

Staff was also asked to include a list of the 2015 meeting dates in the December agenda.

Scott reminded the Directors the importance of having a quorum at the December meeting.

The December meeting date will be 12/18 at 3:00pm. Cindy volunteered to have the meeting at Banner Bank. TWW staff will call to make arrangements.

At 5:03 pm the board adjourned.