



**Tourism Walla Walla Board Meeting
Banner Bank Corporate Center
December 18, 2014**

Present:

Ron Peck, Dick Morgan, Scott Peters, Kyle Mussman, Zachary Fraser (via telephone), Jennifer Northam, Ron Williams, Cindy Purcell, Andrae Bopp, Mindy Nelson, Chris Garratt

Absent:

Jay Brodt, Terra Luthi, Duane Wollmuth, David Woolson, Ann Hooper, Tim McCarty

The meeting was called to order at 3:08 pm by Scott Peters, Chair. A quorum was present.

A motion to accept the consent agenda was made by Ron W. and seconded by Andrae.

The motion was approved unanimously.

Marketing Report - Ron Peck

Ron reviewed the November marketing report. He reported that we are continuing to roll out the Share Walla Walla campaign videos. We now have over 4000 Facebook followers.

Ron gave an update on February is for Foodies. There are four cooking classes, one on each Saturday, the Audubon tours are set up, restaurants and wineries have signed on to participate. A press release has been sent out, Visit Seattle is going to send out an e-blast to their 1500 members, it will be included in our consumer e-newsletter tomorrow, we hope to have radio ads in January and we are 99.9% sure that Alaska Airlines is going to offer a special fare.



Executive Directors Report – Ron Peck

Ron reported that the TWW Annual meeting has moved to the Power House Theatre. David Blandford from Visit Seattle will be our keynote speaker. He will present information on the international traveler and the growing interest in media and travel trade coming to Walla Walla.

Ron asked the board members to personally invite as least 5 people to attend the meeting. The board asked staff to post the event on Facebook so they could share it with their friends. There was a brief discussion about possibly having a drawing for a prize at the event.

Ron reported that the list of 2015 board meeting dates was included in their meeting packet. Kyle requested that we make it mandatory that all board meeting locations have a speaker phone.

A discussion ensued.

Other Business Substantive Issues

Dick Morgan, speaking as a private citizen, not as a council member, presented information about the bond for the public pool. He informed the board this issue will appear on the February ballot. He asked board members if it was okay for members of the pool committee contact them personally to ask them for their support.

A discussion ensued. The board concurred that Dick could tell the committee that it was okay to contact board members personally.

Ron gave a brief update on the new sales position. He has submitted the job description to the hiring committee and made the requested changes. He will be posting the position on various outlets before the end of year and hopes to have someone hired in January. He also reported that he already has one resume from someone who heard about the position through the grapevine.

A motion was made to accept the proposed changes to the By-laws as presented in the meeting packets by Cindy. The motion was seconded by Andrae.

A discussion ensued.



A friendly amendment was made to the existing motion by Chris that a minor change be made to item 3.2.

The motion was approved unanimously.

Scott reported that Justin is resigning from the board and that Cindy is not seeking another term. He reported the recommendations from the Nominating Committee for the Executive Committee for 2015 are as follows:

Chair – Zachary Fraser
Vice Chair – Chris Garratt
Sec/Treasurer – Duane Wollmuth
Past Chair – Scott Peters

For the Board of Directors as follows:

James Payne from the Fort Walla Walla museum

A motion was made to accept both the slate of candidates for the Executive Committee and for the Board of Directors was made by Cindy. The motion was seconded by Jennifer.

The motion was approved unanimously.

Ron reported on a plan to present expenditures of unallocated funds to the marketing committee in January for their concurrence.

A discussion ensued.

The board asked Ron to report a list of possible expenditures in January and to ensure that cash flow estimate would be presented to the board for review at the February meeting.

Ron presented a draft of the new “Board Member Expectations” document as was requested by the board at the November board meeting. The letter will be forwarded to the 2015 board members for their signature.

The January meeting date will be the annual meeting on 1/15/15 at the Power House Theatre at 5:30pm.

At 4:06 pm the board adjourned.