



**Tourism Walla Walla Board Meeting
Banner Bank Corporate Offices
December 19, 2013**

Present:

Jay Brodt, Zachary Fraser, Tim McCarty, Kyle Mussman, Ron Peck, Cindy Purcell, Michele Rennie, Ron Williams, Duane Wollmuth, Andrae Bopp, Chris Garratt, Shane Laib, Scott Peters, Kay Wessel, David Woolson, Justin Wylie

Absent:

Mindy Nelson, Jennifer Northam

Guest:

Terra Luthi

The meeting was called to order at 3:36 pm by Scott Peters, Chair.

Agenda

A motion was made by Ron Williams to accept the agenda as presented, seconded by Kay Wessel.

The motion to accept the agenda was passed unanimously.

November 20, 2013 Minutes

A motion to accept the November 20, minutes was made by Chris Garrett and seconded by Ron Williams.

The motion to accept the November minutes was passed unanimously.

Financial Information

Ron Peck reviewed the financial reports.

A motion to accept the financials as presented was made by Kay Wessel and seconded by Jay Brodt.

The motion to accept the financial information was passed unanimously.



Marketing Report

Ron Peck briefly discussed the Marketing Report provided by DVA. He also presented a copy of Portrait Magazine which has a 26 page story about Walla Walla.

Grant Committee – Kay Wessel, James Payne, Ron Peck, Chris Garratt.

Ron Peck and Kay Wessel presented the results of the 2014 Grant Applications. They discussed the main points for grant selection. The committee recommended that the application by the Downtown Walla Walla Foundation for funds for the printing of the Wine & Dine Guide be paid for out of the TWW printing budget instead of the Grant budget. A brief discussion ensued.

A motion to approve the recommendations of the grant committee for the 2014 awards was made by Cindy Purcell and seconded by Duane Wollmuth.

The motion was approved unanimously.
David Woolson and Ron Williams abstained.

TWW Budget 2014

Ron Peck briefly discussed and reviewed the proposed 2014 Budget including projected revenue, marketing expenses, operational expenses and payroll expenses. A brief discussion ensued concerning the research and development of a Sales / Marketing convention / group Manager. The Board directed Ron to work diligently to complete the necessary research and proposal concerning this position in the first 90 days of 2014 and to also work hard to fall under the not to exceed amount identified in the budget for the project.

A motion to approve the 2014 Marketing Budget as presented was made by Cindy Purcell and seconded by Kay Wessel.

The motion was approved unanimously.
Kyle Mussman abstained as the chair of the Hotel / Motel Commission.



Directors Report

Ron Peck briefly discussed the airport traffic numbers, the upcoming Horizon Air schedule change, the hotel/motel commission report and Visitor kiosk interactions. He also stated that he has presented the results of the research survey to a number of local service organizations and has received positive comments.

He discussed the Strategic Plan presented by Lawson Knight. Cindy suggested Ron add a timeline in concert with the strategies to the plan and bring back to the board at the January meeting. The Board agreed.

Other Business

The board decided to hold a January board meeting on Thursday, January 16, 2014, at 3:30pm. Staff will let the board know the location.

Scott announced to the board the date of the annual meeting is scheduled for February 27, 2014 and that it would replace the monthly meeting in February.

Dave Woolson announced that there is going to be a story about Walla Walla in the February issue of Sunset magazine.

The board directed staff to send out a calendar of the 2014 Board Meetings via email and via calendar format.

Meeting adjourned at 4:57 pm.