



**Tourism Walla Walla Board Meeting
Courtyard by Marriott
February 19, 2015**

Present:

Ron Peck, Dick Morgan, Scott Peters, Kyle Mussman, Zachary Fraser, Jennifer Northam, Ron Williams, Mindy Nelson, Jay Brodt, Terra Luthi, , David Woolson, Ann Hooper, James Payne, Chris Garratt, Tim McCarty

Absent:

Andrae Bopp, Duane Wollmuth

The meeting was called to order at 3:03 pm by Zachary Fraser, Chair. A quorum was present.

Changes to the agenda; after item 5b go into executive session for item 5c. After 5c if time allows add two items. 1. VRBO meeting follow up. 2. Name change discussion.

A motion to accept the changes to the agenda and the consent agenda was made by Ann Hooper and the motion was seconded by Chris Garratt. The motion passed unanimously.

Marketing Report – Ron Peck, Chris Garratt

Ron gave highlights from the DVA marketing report and reported that staff is moving ahead with the website updates and Code Geeks was selected to perform the upgrade. He gave an update on February is for Foodies and the upcoming Woodinville cross promotion with the Walla Walla Valley Wine Alliance that starts in March.

Executive Directors Report – Ron Peck

Ron gave an update on the Group Sales Position search. We have received 24 resumes so far and the hiring committee is going to meet next week to discuss the applicants and how to proceed with interviewing.



Ron informed the board that Kimberly Miner, Visitor Center Ambassador, has moved on to work for Walla Walla Clothing Company. We have hired, Kirstin Boggs, to work in the Visitor Center and she is doing a great job so far.

The attendance at the annual meeting was doubled from the previous year with 73 attendees. Ron thanked the board for their help in recruiting people to attend the meeting. He has received several positive comments from attendees.

Other Business

Ron requested permission from the board to write an op-ed piece for the Union-Bulletin regarding HB 1938/SB 5916 regarding the state wide tourism efforts. The Washington Tourism Alliance has proposed legislation to collect funds in the form of a 15 cent sales & lodging tax and a flat fee schedule for retail and other attractions. A discussion ensued. The board requested that Ron send them the legislation and the payment grid, and to send the text to them before sending it to the Union-Bulletin.

Ron reported that the nominating committee will meet next week to discuss the three people who have expressed interest in being on the board.

The board went in to executive session at 3:33pm.
The board ended the executive session at 3:44pm.

A discussion about the Group Sales position ensued. Ron stated he hopes to have the person hired in a month.

Ron gave an update on the VRBO work group discussion that was held this week. The group identified some actionable items and the possibility of adding an additional compliance factor. A possible VRBO training seminar was discussed and also adding information to the industry section of our website. A discussion ensued.

3:55pm. Ron Williams left the meeting.

3:59pm. Chris Garratt left the meeting. A quorum was still present.

Ron proposed the board consider changing the name of the organization as our mission is changing. We are no longer focused solely on tourism but also on group and meetings. He suggested changing it to Visit Walla Walla. He reported that many other CVB's are also heading in this direction, ex. Visit



Seattle, Visit Tri-Cities. He proposed the cost to do this was minimal as the approved 2015 budget has earmarked dollars for changing the signage at the Visitor Center. A discussion ensued.

Zachary Fraser asked the board to send possible names to be emailed to Ron and that this item is to be on the March board meeting agenda.

Next board meeting is on March 19th at Fort Walla Walla.

At 4:16 pm the meeting adjourned.