



**Tourism Walla Walla Board Meeting  
Fort Walla Walla Museum  
March 19, 2015**

**Present:**

Ron Peck, Dick Morgan, Scott Peters, Zachary Fraser (phone), Jennifer Northam, Ron Williams, Mindy Nelson, Terra Luthi, Ann Hooper, James Payne, Chris Garratt, Andrae Bopp, Duane Wollmuth

**Absent:**

Kyle Mussman, Jay Brodt, David Woolson, Tim McCarty

The meeting was called to order at 3:09 pm by Scott Peters, Past Chair. A quorum was present.

A motion to accept the consent agenda was made by James Payne and the motion was seconded by Ann Hooper. 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 on the website improvements establishing a contract with a new website provider. He gave a follow up on February is for Foodies. A discussion ensued. Staff was asked to report an estimate of the amount spent on the promotion.

**Executive Directors Report – Ron Peck**

Ron gave an update on the Group Sales Position search. It has been narrowed down to three finalists. They will be interviewed in person soon and hopefully a decision made by the end of April. Staff was directed to ensure a background check was completed on the finalists.

Ron reported that we sold approximately 700 Mumford & Sons tickets from the booth during the three days we were selling tickets. He recognized Jim Dumont, Jamie Bayne, Barb Commare and Kirsten Boggs for their efforts.



### **Other Business**

Ron gave an update on the VRBO work group discussion including a handout that detailed the mission and objectives of the work group. A discussion ensued.

The Nominating Committee made a motion to accept Melissa Berghan from Gifford Hirlinger winery as a new board member. The motion was seconded by Duane Wollmuth. The motion passed unanimously.

Ron presented his justification for changing the entity name away from Tourism Walla Walla. A substantial discussion ensued. A motion was made by Duane Wollmuth to: Change the name to Walla Walla Conventions & Visitors Bureau, incorporate the "Visit Walla Walla" tag line as a marketing campaign in the future, secure the Visitwallwalla.com and .org URL's. The motion was seconded by James Payne.

A discussion ensued.

The motion did not pass.

A motion was made by Andrae Bopp to obtain the Visitwallawalla.com and .org URL's. The motion was seconded by Jennifer Northam. The motion passed unanimously.

The board directed staff to follow up with the City of Walla Walla to find out what is entailed in changing the organizations name.

Next board meeting is on April 16<sup>th</sup> at The Baker Ferguson Fitness Center on the Whitman College Campus.

At 4:21 pm the meeting adjourned.