



## **Tourism Walla Walla Board Meeting**

**March 21, 2013**

Present: Scott Peters, Chair; Cindy Purcell, Treasurer; Kay Wessel, Duane Wollmuth, Ron Peck, Jay Brodt, Zachary Fraser, Tim McCarty, Chris Garratt, Mindy Nelson, Jennifer Northam, Kyle Mussman, Michele Rennie

Absent: Shane Laib, Leahna Laboca, Justin Wylie, David Woolson, Andrae Bopp

Meeting called to order at 3:33

Cindy motioned to accept the February board minutes; Kay seconded the motion. The February minutes were accepted unanimously.

### **Treasurer's Report**

Cindy went over February financials.

Zach moved to accept the Treasurer's Report, seconded by Jay. The report was accepted unanimously.

### **Marketing Report**

Michele went over February's tourism indicators. This year's indicators appear to be slightly down year to date from 2012. Board discussion ensued, and reference was made to the firefighters convention held in February 2012 that positively impacted hotel occupancy and revenue, and that Valentine's Day and President's Day were on the same weekend in 2013.

Facebook: We will not be able to recover "Walla Walla, WA". We will stick with "Visit Walla Walla" and try to increase likes.

Trumba calendar of events is up and running. Ron referenced the effectiveness and ease of the new system for staff.

Additional improvements to the website are continuing and should be substantially completed by the end of March.

### **Executive Report**

A meeting with DVA has been scheduled for April 2<sup>nd</sup> at the Baker Boyer building, 5<sup>th</sup> floor. Board members are welcome and encouraged to attend.

Walla Walla was recognized as one of the 10 Best Small Towns in America by Fodor's. Press release was sent out today.

Contact information needs to be updated, email will be sent out to everyone confirming accuracy.

Executive committee signatures also need to be updated.

### **Office Move**

Board Chair Scott initiated a board discussion regarding the pending office move from the Baker Boyer building. It was stated that Jim Harold, of the Pantorium facility, is willing to meet with us and answer any questions.

Discussion ensued regarding the availability of the Sterling Bank building. It was mentioned that the building would not be available until approximately 2015.

Consensus was reached to have Ron review a number of move options by the next board meeting and to work with ad-hoc committee made up of the executive group, Kyle Mussman, and Duane Wollmuth.

### **HMC Report**

Kyle presented the HMC report and stated that the HMC approved the first quarter marketing plan.

### **Other Business**

Duane stated that 6-8 media people are coming for the "Celebrate Walla Walla" event in June, including, a writer from Horizon Air magazine. He also mentioned that a UK travel writer will be in town on March 24 & 25.

Ken Levine will be a guest for the summer/spring event on May 2<sup>nd</sup>

Meeting adjourned at 4:29