



**Tourism Walla Walla Board Meeting
Fort Walla Walla Museum
July 16, 2015**

Present:

Dick Morgan, Zachary Fraser, Jennifer Northam, Ron Williams, Terra Luthi, James Payne, David Woolson, Tim McCarty, Scott Peters, Mindy Nelson, Duane Wollmuth, Chris Garratt, Andrae Bopp, Ron Peck

Absent:

Jay Brodt, Ann Hooper, Melissa Berghan, Kyle Mussman

The meeting was called to order at 3:12 pm by Zachary Fraser, Chair. A quorum was present.

A motion to accept the consent agenda was made by Jennifer and the motion was seconded by Tim. The motion passed unanimously.

Marketing Report – Ron Peck

Ron gave highlights from the monthly marketing report. He stated that the website statistics are up substantially over 2014 and the response from the San Francisco and LA areas continue to rise.

He gave an update on the promotion with Capers Café in the PDX Airport. The owner asked to postpone until 2016 as he did not have time to prepare properly.

Ron and Barb gave a brief review and demonstration of the new website.

Executive Directors Report – Ron Peck

Ron gave an update on the Group Sales position search. 16 new applications were received and seven potential candidates have been identified. Interviews are scheduled for the week of July 20th. A discussion ensued.



Ron and Barb continue to attend the bi-weekly GOTR concert meetings. Tangent Media has given a proposal for a video project covering the entire event including B roll distribution to PNW stations and a final product. Finished product could be used for future promotions of the Walla Walla Valley as a destination. A discussion ensued.

The WWU student withdrew her request to be a summer intern.

Other Business

Zachary reported that Jay Brodt has contacted staff to let them know he intends to resign from the board. He has been asked to send a brief resignation letter. Zachary requested that staff contact the nominating committee and begin the process of putting forward names. Duane suggested Brian Hunt from the UB. A discussion ensued.

Several requests were received by staff from businesses outside of the Walla Walla Valley asking to be listed on the TWW website. Ron reviewed the website levels and the instructions staff had been given by the board as to who can be listed on the website. Substantial discussion ensued. Consensus was reached to maintain the existing structure of staying within the Walla Walla Valley identified economic region for the purposes of businesses listed on the travel site.. Staff is to contact the businesses requesting access and let them know that they are welcome to contact the WWV Chamber of Commerce and other businesses that have capability to promote and advertising their services.

Ron discussed the requests he has received from the Historic Dayton group and the Milton-Freewater Chamber of Commerce asking to have their events listed on our COE. Both of these organizations are currently paying to be listed on our website. Ron reviewed the policy that events outside of WW County are not to be listed on the COE. A discussion ensued.

A motion was made by Ron W. that businesses listed on the website are entitled to also have their events listed on the Calendar of Events.

The motion was seconded by Scott.

The motion passed unanimously.



Terra and Ron W. left the meeting at 4:22pm. A quorum was still present.

Ron reviewed the mid-year budget and offered recommendations for re-allocation of surplus funds. A discussion ensued.

A motion was made by Scott to approve the recommendations by Ron with the discussed and agreed upon caveats with respect to ensuring that all rights and services for the proposed GOTR video are secured.

The motion was seconded by Jennifer.

The motion passed unanimously.

Next board meeting is on 8/20. Location to be determined.

Meeting adjourned at 4:45pm.