

**Tourism Walla Walla  
Minutes  
January 18, 2008  
Chamber of Commerce Board Room**

**Call to Order**

Patrick called the meeting to order at 3:30 p.m.

Present

Board of Directors:

David Warkentin, Skip Cundiff, Kay Wessel, Rick Standard, James Payne.  
Michael Davidson, Mark Hess, Patrick Keef, Jay Brodt, Shane Laib, Michele  
Rennie, Tim McCarty

Absent: Mike Paul, Cory Hewitt, Kyle Mussman,

Staff: Chris Erickson

**I. Approval of Minutes**

Mark opened discussion on approval of the minutes for the previous board meeting held December 20, 2007. A motion to approve the minutes was moved, seconded and passed unanimously by a voice vote.

**II. Tourism Indicators**

Michael reviewed the Tourism Indicators report.

**III. Treasurers Report**

Michele went over the budget numbers and reported that with current projections we are on track with budget projections, and that a year end report will be issued once the final 2007 payment is received and the 2007 books are closed. Motion was made and seconded to accept the report.

**IV. President's Report**

**a. Monthly Reports**

The board was directed to look over the reports for the previous month from Richmond PR, Gibson Media.

**V. Elevator Speech**

Mark and Dave led a discussion about TWW's core message and key points that board members will use to be proponents of our business.

The outcome of the discussion led to the following draft statement

*Tourism Walla Walla promotes and develops the best of Walla Walla as a tourism destination while preserving our unique quality of life.*

**Adjourn**

Having no further business, the meeting adjourned at 4:30 p.m.

NEXT BOARD OF DIRECTORS MEETING – Thursday, February 21, 2008  
3:30 p.m. – Walla Walla Valley Chamber Board Room