

**Tourism Walla Walla
Minutes
February 21 , 2008
Chamber of Commerce Board Room**

Call to Order

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

Present

Board of Directors:

Kyle Mussman, Mike Paul, David Warkentin, Kay Wessel, Rick Standard,
James Payne, Michael Davidson, Mark Hess, Patrick Keef, Jay Brodt, Shane
Laib, Michele Rennie, Tim McCarty, Paul Mobley,

Absent: Skip Cundiff, Cory Hewitt

Staff: Chris Erickson

I. Approval of Minutes

Mark opened discussion on approval of the minutes for the previous board meeting held January 18, 2008. 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. She also went over the new payment plan with Gibson Media to allocate money to them monthly to help cash flow. Motion was made and seconded to accept the report.

IV. Visitors Services Report

Chris went over the activities for visitor's services including trade show attendance and distribution numbers for Los Angeles, Spokane, and Tri-Cities. He also submitted his regular visitor's services report to the board.

V. SuperHost

Chris reported that the SuperHost agreement has been officially finalized and a group of 6 trainers will be traveling to Everett at the end of February to complete Train-the-Trainer training. Once the training is complete TWW and WWCC will identify how to promote the program locally.

VI. TWW Retreat

Dave reported that the retreat planning committee decided to go with RDI Consulting out of Portland to facilitate our board retreat. They are the same group that works with the Sherwood Trust Board. The retreat will be over two days in April, a half day on the 16th and a full day the 17th.

VII. President's Report

a. Public Relations Report

Maxwell does not generate an ad value amount in their reporting. We will find out what it takes to have them include this service.

b. New York City

Michael reported on his trip to New York with the wine alliance. He had 5 media visits including a solid lead with the Daily News.

c. Fall Foliage Festival

The fall foliage festival will be back this year the 23 through the 26 of October.

Adjourn

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

NEXT BOARD OF DIRECTORS MEETING – Thursday, March 20, 2008
3:30 p.m. – Walla Walla Valley Chamber Board Room