

**Tourism Walla Walla  
Minutes  
May 15, 2008  
Marcus Whitman Hotel Board Room**

**Call to Order**

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

Board of Directors

Present: Cory Hewitt, James Payne, Michael Davidson, Mark Hess, Michele Rennie, Kyle Mussman, Shane Laib, Skip Cundiff

Absent: Patrick Keef, Paul Mobley, Michael Wenberg, Jay Brodt, Kay Wessel, Tim McCarty, Dave Warkentin, Rick Standard

Staff: Chris Erickson

**I. Approval of Minutes**

Mark opened discussion on approval of the minutes for the previous board meeting held March 20, 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. He also talked about the start of the Port of Walla Walla project Walla Walla Trends. Tourism Walla Walla will contribute \$1400 per year to have tourism statistics maintained in relation to the site. The reporting compares Walla Walla in relation to 5 other counties, Coeur d'Alene (ID), Bend and Yamhill (OR), and Benton, Yakima (WA).

**III. Treasurers Report**

Michele went over the budget numbers and reported that with current projections we are on track with budget projections. She also made the note that revenue was received for our involvement with the WA ST. Work Study Program in which we are reimbursed a % of the wages we pay our WS student Tom. Motion was made and seconded to accept the report.

**IV. Visitors Services Report**

Chris went over the activities for visitor's services including new additions to Webervations, a new web ad participant, and an update on the progression of the SuperHost program. He also submitted his regular visitor's services report to the board.

**V. Tourism Walla Walla Retreat**

Michael led a discussion about the board retreat and the board's thoughts on the process. He went over a board packet that covered all the happenings, ideas, and proposed board plan created at the board retreat. James made a motion to accept the board plan created during the retreat, Skip seconded the motion and it passed unanimously by voice vote.

In relation to the board plan committee assignments were made for board members who were not at the retreat. See committees' roster (attached)

## **VI. President's Report**

### **a. Public Relations/Marketing Reports**

Michael submitted the Maxwell PR and Gibson Media reports to the board. He also noted that it was a great month for press with over 25 articles appearing in publications.

### **b. Walla Walla Chamber Music Festival**

This new event will be occurring throughout June and involve many local venues, wineries, and partners. Tickets will be available to lodging properties at a discount for their guests.

### **c. Black Box Survey**

The statistics have been collected and Jim Lillstrom will be back on June 25, 2008 to present the completed black box results. There will be two sessions: Lodging/Wine and General Public.

## **Adjourn**

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

NEXT BOARD OF DIRECTORS MEETING – Thursday, June 19th, 2008  
3:30 p.m. – Chamber of Commerce Board Room