

**Tourism Walla Walla
Minutes
July 20, 2009
Chamber of Commerce Board Room**

Call to Order

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

Board of Directors

Present: Rick Standard, Kay Wessel, Shane Laib, Tim McCarty, Jay Brodt, Mark Hess, Michele Rennie, Ron Anderson,

Absent: Dave Warkentin, Jeffrey Townsend, Michael Davidson, Elizabeth Martin Calder, James Payne, Skip Cundiff, Cory Hewitt, Nancy Mitchell, Leroy Cunningham

Staff: Chris Erickson

A quorum of members was not present and no official business was conducted

I. Approval of Minutes

Because of Lack of quorum the meeting scheduled for June 18, 2009 was cancelled, and minutes were not available.

II. Tourism Indicators

Chris went over the indicators and pointed out a new format which will make the report easier to read. While numbers were still down, they have slowly gained over the last few months.

III. Treasurers Report

Michele went over the financial statements for June. Tim commented that the city will be taking a hard look at the July numbers to make projections and adjustments for the rest of the year. Likewise, Michael will be reworking the budget to address projected shortfalls.

IV. Events and Promotions Committee

The events and promotions committee did not meet, but has two proposals in front of them. They will score them with a criteria sheet formed at the last committee meeting and then have a further discussion as to what the appropriate action on the proposals will be.

V. Funding & Sustainability

Ron gave an update on the current status of the rental car tax. The tax would generate \$1 for every \$100 collected. At this rate only \$6,000 - \$7,000 would be generated. The tax would also be instituted and controlled by the county (with whom we don't currently have an inter-local agreement) and there would be no guarantee that TWW would see funds from the tax. At current it is proposed that this not be a main effort of the committee because of the high work and low return it carries.

VI. Sports Commission

Rick reported that Jim Dumont from City Parks and Rec. was very responsive to working on this effort. Also he and Michael visited the hotel gm's and they all seem receptive as well. Whitman College has shown interest as well. Upcoming tasks include creating and inventory of rooms and also distinguishing a central location to manage that inventory.

VII. Other Business

It was discussed that the board might look at changing the number needed to make a quorum.

NEXT BOARD OF DIRECTORS MEETING – Thursday August 20, 2009

3:30 p.m. – Walla Walla Valley Chamber of Commerce Board Room