

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

Call to Order

Mark called the meeting to order at 3:35 p.m.

Board of Directors

Present: Michael Davidson, Dave Warkentin, Elizabeth Martin Calder, James Payne, Rick Standard, Skip Cundiff, Nancy Mitchell, Kay Wessel, Shane Laib, Tim McCarty, Jay Brodt, Mark Hess, Michele Rennie,

Absent: Ron Anderson, Jeffrey Townsend, Cory Hewitt, Leroy Cunningham

Staff: Chris Erickson

I. Approval of Minutes

There were no official minutes from July 20, 2009. The minutes from June 2009 will need to be approved with the August 20, 2009 minutes at the next meeting.

With consideration of not having a quorum at a few of this years meetings Mark opened a discussion about changing the quorum number to make sure that business can be conducted even when attendance is low. The by-laws were referenced and it was confirmed that this change could be made by a simple vote of the board. Mark asked members to think about suggestions for what the appropriate number should be.

II. Tourism Indicators

Michael went over the indicators and pointed out a new format which will make the report easier to read. The numbers are continuing to trend up, but are still below projection. By September it will be one year since the Hampton Inn and Suites came online and our occupancy levels will be true to yearly comparison.

III. Treasurers Report

Michele went over the financial statements for July. Michael submitted a revised budget to the board which is adjusted to the revenue projections from now until the end of the year. Revenue was decreased by \$92,500, and expenses were reduced by \$84,300. The goal is to end the year with a flat balance. James made a motion to accept the revised budget, Dave seconded the motion, and a voice vote passed the motion unanimously. Dave made a motion to accept the treasurer's report, Kay seconded the motion, and a voice vote passed unanimously.

IV. City Contract

Mark reported on the contract negotiations. The city is asking for a reduction of room tax dollar percentage from 87.5% to 83.5%. With this consideration they can sign a five year contract. While the money is less there is benefit of having a long term contract. A reporting of numbers shows that when numbers return to normal projections that the lower rate will still allow for overall revenue growth. Dave made a motion to approve this contract proposal and have the executive board move forward with negotiations. The motion was seconded and passed unanimously with a voice vote.

V. Events and Promotions Committee

The events and promotions committee did not meet, but will be having a meeting to finalize the application process and timeline for next years program.

VI. Funding & Sustainability

The funding & sustainability committee did not meet. Chris is working on a report that will take a second look at the idea of a web store, and some logistics of how it can make some revenue.

VII. Sports Commission

Rick reported on meeting the committee held. At that meeting Jim Dumont from City Parks and Recreation department was very responsive to working on to help bring more sporting events to the city. There was also a presentation by Skip Molitor who presented a proposal to be hired by Tourism Walla Walla to help bring in new sporting events.

VIII. Arts Committee

The arts committee met and held a “big tent” discussion about what the arts committees focus should be and how to maintain it. Walla Walla will again be featured in the newest addition of *100 Best Small Art Towns in America* coming out this fall

IX. Presidents Report

- a. Reports for PR and Marketing were submitted.
- b. Michael introduced a workshop “the power of the internet” that TWW will run on October 21, 2009.

X. Other Business

With no other business the meeting adjourned at 4:45p.m.

NEXT BOARD OF DIRECTORS MEETING – Thursday September 17, 2009

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