

**Tourism Walla Walla
Minutes
September 17, 2009
Chamber of Commerce Board Room**

Call to Order

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

Board of Directors

Present: Cory Hewitt, Ron Anderson, Jeffrey Townsend, Michael Davidson, Dave Warkentin, James Payne, Rick Standard, Skip Cundiff, Nancy Mitchell, Kay Wessel, and Michele Rennie.

Absent: Mark Hess, Jay Brodt, Shane Laib, Elizabeth Martin Calder, Leroy Cunningham and Tim McCarty

Staff: Chris Erickson

I. Approval of Minutes

There were non official minutes from July 20, 2009 that were accepted by the board by unanimous vote. The minutes from August 20, 2009 were also reviewed and approved by unanimous vote.

II. Tourism Indicators

Michael went over the indicators and pointed out the numbers are continuing to trend up, but are still below projection. In the next month it will be one year since the Hampton came on and our occupancy levels will be true to yearly comparison. He also noted that while website visitation is down, activity by visitors is way up.

III. Treasurers Report

Michele went over the financial statements for August. Dave volunteered to come help set up a QuickBooks report that will help account for the one month lag in revenue, that will correct the dollar differential in the monthly P&L report.

IV. Events and Promotions Committee

The events and promotions committee submitted its recommended Matching Funds program for 2010 which included, a revised application, newly developed score sheet, firm deadline, and application workshop. Dave made a motion to accept the recommendations of the events and promotion committee. The motion was seconded by Cory and passed unanimously by voice vote.

V. Funding & Sustainability

The funding & sustainability committee did not meet. There are some new ideas for finding funding and the committee will meet before the next meeting.

VI. Sports Commission

Rick led a discussion about the acceptance of Skip Molitor's proposal to be hired as a sports commission consultant to help bring sporting events to town. The proposal had been modified but at final offer, he volunteered to work through the end of the year, with the incentive that if results were seen he could gain a paid contract in January. With an offer of \$500 from the Walla Walla lodging association the board felt it would be appropriate to match that contribution to the effort. James made a motion to approve the expenditure of \$500 to pay Skip Molitor for work on behalf of Tourism Walla Walla as a sports commission consultant through the end of 2009. The motion was seconded and passed by a unanimous voice vote.

VII. Arts Committee

The arts committee met has invited artists to meet September 23 at the Walla Walla Regional Airport. Lawson knight will facilitate the discussion. The focus will be on answering several questions to form the basis for what the Arts Coalition will choose as its direction.

VIII. Presidents Report

- a. Reports for PR and Marketing were submitted
- b. Nancy invited the board to a lecture at Whitman by Prof. Keith Farrington about the transformation of Walla Walla from a prison town to a wine mecca. The lecture is scheduled for Saturday October 3rd from 2:30 – 4:00 pm location TBD.
- c. There was a discussion about the topic that Mark asked the group to think about in regard to the quorum. Several options included taking a month or two off in high conflict months. There was not a feeling that the board wanted to go below a 50% + 1 quorum.

X. Other Business

With no other business the meeting adjourned at 5:10 p.m.

NEXT BOARD OF DIRECTORS MEETING – Thursday October 15, 2009

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