

**Tourism Walla Walla  
Minutes  
October 15, 2009  
Chamber of Commerce Board Room**

**Call to Order**

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

Board of Directors

Present: Mark Hess, Jay Brodt, Ron Anderson, Michael Davidson, Dave Warkentin, James Payne, Skip Cundiff, Nancy Mitchell, Kay Wessel, Michele Rennie, Elizabeth Martin Calder, Leroy Cunningham and Tim McCarty

Absent: Cory Hewitt, Jeffrey Townsend, Shane Laib, Rick Standard,

**I. Approval of Minutes**

The minutes from September 17, 2009 minutes were reviewed and approved by unanimous vote.

**II. Tourism Indicators**

As of September 09 we have absorbed all the new rooms that came on line in 2008. Rooms sold and Occupancy for the month of August was down by 4.5%. Michael created and distributed a new trending report that clearly shows that numbers are trending in the right direction.

**III. Treasurers Report**

Michele went over the financial statements for September. Numbers are in line for our revised budget. Report was approved by unanimous vote.

**IV. 2010 Budget**

A draft of the 2010 budget was presented. The consensus of the board is that while we should be cautious in the coming year we should continue to spend our dollars to fulfill our mission. Michael was asked to present at the next meeting a plan that will continue our marketing and PR efforts while assuring that we live within our means. We want to carefully monitor income and expenses in the first quarter so we will not need to make the drastic cuts we had to make this year.

**V. Events and Promotions Committee**

The committee did not meet this month. A Matching Fund informational meeting will be held on October 21<sup>st</sup>. Grant Applications are due on November 18<sup>th</sup>. The committee will report back to the board at the December meeting with their recommendations.

**VI. Funding & Sustainability**

The funding & sustainability committee did not meet.

**VII. Sports Committee**

The Sports Committee met on October 14. Joining Rick, Ron and Dave on this committee are Jim Dumont from the City of Walla Walla and Zach Fraser the general manager of the new summer baseball team. Between now and the end of the year the committee will

- Create a master calendar of sporting events in the Walla Walla Valley
- Identify an inventory of available sporting facilities in the Walla Walla Valley.

- Developed a working relationship within the private and public sector interested in bringing new sporting events to the community.
- Establish a working relationship with the area athletic directors.
- Work with local youth sports organizations to promote new tournaments
- Research current sporting events that rotate throughout our region.

A monthly written report will be provided to the board beginning next month.

**VIII. Arts Committee**

We held an arts conversation on September 23 at the Walla Walla Regional Airport. Lawson Knight facilitated the discussion. While there was a lot of energy there was not much focus. AmoArt in Waitsburg has agreed to host an artist open house sometime in November.

**IX Nominating Committee** – The nominating committee was named. It will include Mark Hess, Patrick Keef, Jay Broth and Skip Cundiff. The committee will report to the board at our November meeting.

**X Retreat** – We have selected Lawson Knight to facilitate our retreat which is scheduled for January 28, 2010. Michele, Skip, Ron, and Elizabeth will meet with Lawson to plan the retreat.

**XI. Presidents Report**

- Reports for PR and Marketing were submitted
- The Unleashing the Power of the Internet has been scheduled for October 21<sup>st</sup>. We are expecting 50+ people to attend.
- The 2008 Dean Runyan reported was released. It showed that tourism is now a \$91+ million industry in the valley

**XII. Other Business**

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

NEXT BOARD OF DIRECTORS MEETING – Thursday November 19, 2009

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