

**Tourism Walla Walla
Minutes
November 19, 2009
Chamber of Commerce Board Room**

Call to Order

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

Board of Directors

Present: Elizabeth Martin Calder, Mark Hess, Jay Brodt, Ron Anderson, Michael Davidson, James Payne, Rick Standard, Skip Cundiff, Nancy Mitchell, Kay Wessel, Michele Rennie.

Absent: Dave Warkentin, Tim McCarty, Jeffrey Townsend, Cory Hewitt, Shane Laib, Leroy Cunningham

Staff: Chris Erickson

I. Approval of Minutes

The minutes from October 15, 2009 were reviewed. Nancy pointed out that she was not present at that meeting. James made a motion that the minutes be accepted with the correction. Kay seconded and a voice vote carried unanimously.

II. Tourism Indicators

Michael went over the indicators and pointed out the numbers are continuing to trend up as room sales and occupancy were both up for the previous month, although revenue was flat, which would indicate that room rates dropped.

III. Treasurers Report

Michele went over the financial statements for October. Expenses are well below projection with the budget cuts implemented. It was discussed that even with the cuts made revenues will be down and it will effect payments we receive from the city. If this becomes a cash flow problem TWW might need to cash in one of its CD's which both become available at the beginning of the year. Kay made a motion to accept the treasurer's report which was seconded by James and passed by a unanimous voice vote.

IV. 2010 Budget

Michael went over the proposed 2010 budget. He noted a change in revenue which will be brought in from sales of ads on a bike map project that we will be taking over from the city. The budget consists of 63% marketing, 30% staff, and 7% office expenses. After discussion James made a motion to accept the 2010 budget with the provision that the board has the ability to revisit it and make appropriate adjustments as the current economic environment unfolds. The motion was seconded by Rick and passed by a unanimous voice vote.

V. Events & Promotions

Kay reported on the Matching Funds applications that were received. There were 11 applicants asking for over \$33,000. The committee will now score the projects and meet to decide how the \$12,000 will be rewarded.

VI. Sports Commission

Rick reported on the sports commission which has invited some new members and is making good headway. He suggested that Skip attend a board meeting quarterly to update the board on his work. Skip will be invited to the next meeting.

VII. Nominating Committee

The nominating committee met with several potential candidates for the open board seat and submitted Justin Wylie of Va Piano Vineyards and Wylie Monuments to be elected to the board. Elizabeth made a motion to accept the recommendation seconded by Jay and passed by a unanimous voice vote. His appointment will be voted on at the Annual Meeting.

VIII. Presidents Report

- a. Reports for PR and Marketing were submitted
- b. The board retreat will be Jan. 28, 2010 at Blue Mt. Cider in Milton-Freewater and facilitated by Lawson Knight.
- c. Valley Transit

The executive committee posed the question of whether or not the board should get involved in endorsing initiatives after it was asked to endorse the current public transit initiative. After discussion the board felt that it is important to work on behalf of community initiatives that have an impact on the tourism industry, and that the executive board will act as a filter for such proposals.

In addendum to this issue was the question of endorsing the current transit project. After discussion James made a motion that the board should endorse the current initiative to save the Valley Transit service. Ron seconded the motion and a voice vote passed unanimously.

X. Other Business

With no other business Michael and Chris were excused so the board could hold a performance review at 4:45 p.m.

NEXT BOARD OF DIRECTORS MEETING – Thursday December 17, 2009

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