

**Tourism Walla Walla
Minutes
November 20, 2008
Chamber of Commerce Board Room**

Call to Order

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

Board of Directors

Present: Shane Laib, Pat Keef, Michael Davidson, Michele Rennie, Tim McCarty, James Payne, Skip Cundiff, Jay Brodt, Ron Anderson, Rick Standard, Cory Hewitt, Kay Wessel.

Absent: Mark Hess, Dave Warkentin,

Guests: Brett White, Elio Agostini

I. Approval of Minutes

Jay opened discussion on approval of the minutes for the previous board meeting held October 16, 2008. A motion to approve the minutes was moved, seconded and passed unanimously by a voice vote.

II. Walla Walla Partnership

Brett White with the City of Walla Walla and Elio Agostini of the Downtown Walla Walla Foundation presented an invitation for Tourism Walla Walla to be involved with the Walla Walla Partnership. Through its efforts leaders of agencies throughout the valley (non-city/county specific) would join resources to work on community enhancement projects and efforts. Michael has been involved with the group on a non-formal basis through the Gang of Six weekly meetings. After the presentation a discussion was held on the proposal. Pat made a motion the board support Michael's involvement on a formal basis with the Walla Walla Partnership. The motion was seconded by Michele and passed unanimously.

III. Tourism Indicators

The website continued to be strong and click-throughs are up. Rev. is up 14% from last Oct. Also, sales are up from last Sept. but occupancy is down. A slowdown is expected in the coming months

IV. Treasurers Report

TWW had revenue of \$39,261.95 which consisted of our regular payment from the city and revenues from hotel commissions and through a coop with gourmet getaways. There were no unique expenditures of note. P&L is on track with Rev. at 108% and expenses at 95% of budget. To answer a question of why the advertising revenue was under projection Michael reported that the numbers were off because 32k had been budgeted for PR and only 26k was used to sign Maxwell PR to their contract. Pat made a motion to accept the treasurer's report. The motion was seconded by Kay and passed by a unanimous voice vote.

V. Events and Promotions Committee

Chris reported that the Events and Promotions Committee met and discussed the Matching Funds requests from three groups: Tour of Walla Walla, Marcus Whitman Gem & Mineral Show, and Walla Walla Quilt Festival. The committee approved \$750 to the Tour of Walla Walla for shown ROI from previous MF programs and continued growth of the event. It was decided that at current status the committee could not support funding of the other two groups but wanted to give them the opportunity to meet with representatives of the committee to help them restructure and resubmit their proposals

VI. Marketing, Branding and PR Committee

The committee had a conference call with Maxwell PR. They talked about the Quarterly news letter and some of the areas it will be improved. Also they talked about a list of Dream Media and ways which they will attract them. A full PR plan from Maxwell will be presented in December. Michael also spoke about a Grant from WA St. that would put Walla Walla in a PR partnership worth \$50K run by Hamilton McCulloh.

VII. Nominating Committee

After a discussion of vacancies on the board and possible replacements Pat made the motion that the board accept the nominations of *Elizabeth Martin-Calder* as the representative of the wine community, and *Jeffrey Townsend* as the representative of the arts community. The motion was seconded by James and passed by a unanimous voice vote.

VIII. President's Report

a. Public Relations/Marketing Reports

Michael submitted the Maxwell PR and Gibson Media reports to the board.

b. CTED Grant

Michael spoke about a grant that was submitted to Washington State Tourism along with the Tri-Cities and Yakima CVBs along with Washington Wine Country for a regional public relations effort. **(The grant was approved on November 21st)**

c. Annual Meeting

The annual meeting will be held during the regular board meeting time on Thursday, January 15, 2009. The theme for the year will be The Year of Customer Service. The Annual Meeting will be held at Dunham Cellars from 4:30 – 6:00p.m. We are hoping that a representative of Superhost will be here to help us kick off our **YEAR OF CUSTOMER SERVICE**.

Adjourn

Having no further business, the meeting adjourned until...

NEXT BOARD OF DIRECTORS MEETING – Thursday, December 18, 2008

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