



Tourism Walla Walla Board Meeting

February 21, 2013

Present: Scott Peters, Chair; Cindy Purcell, Treasurer; Andrae Bopp, Duane Wollmuth, Jay Brodt, Kay Wessel, Kyle Mussman, Justin Wylie, David Woolson, Zachary Fraser, Chris Garratt, Mindy Nelson, Leahna Laboca

Absent: Tim McCarty, Shane Laib

Staff: Interim ED Michele Rennie

Meeting Called to order at 3:30

Kay Wessel moved to accept the December Board Minutes; Duane Wollmuth second the motion. The December Minutes were accepted unanimously.

Treasurer's Report—Cindy

Cindy went over the December and January financials.

January's financials show there is less money available than last year, possibly due to recent recruitment expenses.

Zach Fraser moved to accept the Treasurer's report, seconded by Jay Brodt. The report was accepted unanimously.

Executive Director's Report—Michele

Tourism for January is running higher than last year, good way to start off the year!

Many issues have come up with our Facebook page. Facebook does not allow two entities to use the same name. TWW and the City of Walla Walla were using the same name, "Walla Walla, WA", so one of them had to be eliminated.

Michele is trying to contact someone at Facebook to correct the problem and try to get the page back. Unfortunately, it appears that the page will not be recovered.

Michele was able to get the names "Share Walla Walla" and "Visit Walla Walla" for future use.

Members discussed whether to continue trying to fix the problem or just start a new page.

Invitations to visit Walla Walla have been sent out journalists and other media outlets as a promotional strategy. Kyle mentioned that the meeting and conference room for WH had the biggest hit ever according to Google Analytics, which suggests that people are looking into visiting Walla Walla.

The new calendar of events will be up on the website very soon. Other revisions on the website are being made.

Recruitment and Relocation expenses were extra high because of the process of hiring the new ED

The Downtown Foundation is unhappy with our decision to no longer sell tickets at the Kiosk and has billed us for credit card merchant fees, \$800. Michele has tried to contact Elio to get an explanation for the bill but hasn't been able to reach him. Scott will try to meet with Elio next week to find a solution. A suggestion was made to present our reasoning at one of the Downtown Foundation meeting.

There is a total savings of \$2300 in staff expense because ED position and "Andrew position" were not occupied.

Chris Garratt moved to approve the budget, seconded by Kay Wessel

TPA (HMC) Report—Kyle Mussman

February for foodies is almost done. There have been 4 different chefs and 8 restaurants featured.

Golf fam tours at Wine Valley is scheduled for March. Logistics are being worked out at the moment.

Spring break for adults will be promoted March and April.

Approved \$200,000 for commitment.

Other Business

Changes to the bylaws have been made. "Executive Director" will be the official name used in the bylaws.

Cindy Purcell moved to accept the change in the bylaws, seconded by Duane Wollmuth. The changes were unanimously accepted.

Pantorium building is looking to be the favorite space to move into. The new ED should be involved in the decision making because of the increase in expenses.

Walla Walla will be featured in AAA's Via Magazine.

AMC will feature Walla Walla in their upcoming television show "Showville".

Walla Walla will host its first business summit on April 12. This broad based business conference will focus on making local businesses better and building bridges between neighboring cities as an effort to further develop the local economy.

Signage Project: Last meeting is currently being scheduled to finalize locations for signs.

Meeting adjourned at 4:41pm