



## **Willamette Valley Visitors Association**

### **Board Meeting Minutes**

**Thursday, February 21, 2019**

**9:30am-2:00pm Board Meeting**

**Holiday Inn Express - Corvallis, 781 NE 2nd St, Corvallis, OR 97330**

**Members Present:** Irene Bernards, Natalie Inouye, Rebecca Bond, Christina Rehklau, Christie Weigel, Casey Knopik

**Members Excused Absent:** Jeannine Breshears, Jeff Knapp

**Members Not Excused Absent:**

**Staff Present:** Becca Barnhart, Tori Middelstadt, Brooke Adams

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The February 21, 2019 Willamette Valley Visitors Association board meeting was called to order at 9:38AM by President Irene Bernards.

#### **Minutes** (Inouye/Bond)

The January 15, 2019 minutes were reviewed. **NI moved to approve the minutes with the grammar edit to the development section. RB seconded the revised minutes. The motion was unanimously approved. The motion was unanimously approved.**

#### **Leadership Report**

Irene Bernards presented the leadership report.

#### **Financial Reports** (Bond/Inouye)

Christie Weigel presented the January 2019 financials. **Rebecca Bond moved to approve the January 2019 financials as presented. Natalie seconded the January 2019 financials. The motion was unanimously approved.**

#### **Leadership Team Reports**

- **Marketing Leadership Report**- Presented by Becca Barnhart, Natalie Inouye and Jeannine Breshears
  - Becca Barnhart presented her staff report. See staff report.
  - Becca presented some initial changes to occur to Oregonwinecountry.org website as a result of the web committee meeting.
  - Becca presented a possible West Cascades feature.
  - Becca presented an updated on the Cardwell Creative Campaign
- **Development, Sales & Stakeholder Leadership Report**- Presented by Tori Middelstadt
  - Tori Middelstadt presented her staff report. See staff report.

- Tori and Natalie presented an update to the Willamette Valley Bike Initiative to problem solve moving forward as the volunteer group leader will be stepping away.
- Tori presented about Governor's Conference registration opportunity.
- Tori review Guest Service Gold plan for the region and how to spend the budget but continue the work into the new fiscal year.

### **Wine Country Plate Update**

The wine bottle was installed in the Boise Airport on February 4, 2019 and will remain in the airport until April. Becca and Brooke will look for the next location.

### **New & Old Business**

### **Staff Reports**

### **Adjourn**

The board meeting was adjourned at 1:57pm.

Submitted by Brooke Adams for Secretary Rebecca Bond