



## **Willamette Valley Visitors Association**

### **Board Meeting Minutes**

#### **February 28, 2018 -Conference Call**

**Members Present:** Irene Bernards, Jimmie Lucht, Natalie Inouye, Jeannine Breshears, Brandi Ebner, Rebecca Bond, Christie Weigel

**Members Excused Absent:**

**Members Not Excused Absent:**

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

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The March 15, 2018 Willamette Valley Visitors Association board meeting was called to order at 10:12am by President Irene Bernards.

#### **Minutes** (Inouye/ Lucht)

The January 31, 2018 minutes were reviewed. Change from Natalie – update “the” to “to”. So it should read: “Change the minutes **to** read” Natalie moved to approve the minutes with the suggested change and Jimmie Lucht seconded the motion. The motion was unanimously approved.

- Jeannine Breshears moved to ratify the board email vote to change banking institutions and Natalie Inouye seconded the motion. The motion was unanimously approved.
- Natalie Inouye moved to ratify the board email vote to write letters of recommendation to support Travel Salem’s award nomination for the Wine Country Plate Program and Jeannine Breshears seconded the motion. The motion was unanimously approved.

#### **Financial Report-**

Christie Weigel is absent so no financials were presented. February financials will be presented at the next meeting.

#### **Leadership Team Reports**

- **Marketing report-** The website reskin is underway almost ready with minor design changes to be done before launch. Becca Barnhart and Stephen Hoshaw will be in Vancouver, BC March 2-8, 2018 for Outdoor Adventure consumer show and desktide media tours. See attached staff report for other marketing program updates
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- **Development Report-** Becca presented RARE program updates in Tori’s absence. See attached staff report.
  - Natalie Inouye moved to increase the budget for RARE to \$30,000 allowing funding for 8 positions starting July 1, 2018. Jimmie Lucht seconded the motion. The motion was unanimously approved.
  - Natalie moves Clackamas County use unspent development funds for upcoming frontliners FAM. Brandi Ebner seconded the motion. The motion was unanimously approved.

**Wine Country Plate Update** (Breshears/Lucht)

Irene Bernards presented the progress of the Wine Bottle installation in the Portland airport.

**Staff Reports**

- **Marketing and PR report** – See attached staff report.
- **Development and Industry Relations report**- See attached staff report.

**Adjourn**

The board meeting was adjourned at 4:52pm.

Submitted by Tori Middelstadt for Secretary Jeannine Breshears