



## **Willamette Valley Visitors Association**

### **Board Meeting Minutes**

**Thursday, March 14, 2019**

**9:30am-3:00pm Board Meeting**

**Albany Visitors Association – 110 SE 3<sup>rd</sup> Ave, Albany, OR 97321**

**Members Present:** Irene Bernards, Natalie Inouye, Rebecca Bond, Christina Rehkla, Christie Weigel, Jeannine Breshears, Jeff Knapp

**Members Excused Absent:**

**Members Not Excused Absent:**

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

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The March 14, 2019 Willamette Valley Visitors Association board meeting was called to order at 10:53AM by President Irene Bernards.

#### **Minutes** (Inouye/Rehkla)

The February 21, 2019 minutes were reviewed. **Natalie Inouye moved to approve the minutes. Christina Rehkla seconded the minutes. The motion was unanimously approved. The motion was unanimously approved.**

- **Email vote ratifications:** (Inouye/Rehkla) (Breshears/Bond)
  - Mt. Hood Territory would like to their \$2,000 WVVA Partner Funds offset Trail Brochure design. **Natalie Inouye moved to approve Mt. Hood Territory's use of partner funds. Christina Rehkla seconded the motion. The motion was unanimously approved.**
  - Becca would like to use the PR Deskside Budget to do media deskside tours in Seattle in May 2019. **Jeannine Breshears moved to approve the deskside tour budget line for Seattle. Rebecca Bond seconded the motion. The motion was unanimously approved.**

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

Christie Weigel presented the February 2019 financials. **Jeannine Breshears moved to approve the February 2019 financials as presented. Rebecca Bond seconded the financials. The motion was unanimously approved.** Irene Bernards instructed staff to go through the budget line by line to see what is realistic of what is we have to spend and make a list of priority projects to reinvest in.

#### **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 Barnhart presented a marketing opportunity with Seattle Magazine that the board approved to take advantage of via the general contingency line item.

### 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 will look into costs associated to moving the bottle back to Seattle Airport.

### New & Old Business

#### Staff Reports

- Marketing and PR report – See staff report
- Development and Industry Relations report – See staff report

### Adjourn

The board meeting was adjourned at 3:51pm.

Submitted by Brooke Adams for Secretary Rebecca Bond