



## **Willamette Valley Visitors Association**

### **Board Meeting Minutes**

**March 15, 2018 -Eugene, OR**

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

**Members Excused Absent:** Natalie Inouye

**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 10:06am by President Irene Bernards.

#### **Minutes** (Lucht/Breshears)

The February 28, 2018 minutes were reviewed. Jimmie Lucht moved to accept the minutes. Jeannine Breshears seconded the motion. The motion was unanimously approved.

#### **Financial Reports- February 2018** (Lucht/ Inouye)

Jeannine Breshears and treasurer Christie Weigel presented the financials. Jimmie Lucht moved approve the financials as presented, seconded by Natalie Inouye. The motion was unanimously approved.

#### **Leadership Team Reports**

- **Marketing report-** The website reskin soft launch occurred March 4, 2018.
  - Becca presented a \$1,500 sponsorship opportunity for Pinot in the City in Chicago and how adding deskside media would make a bigger splash.
    - Jeannine moves to approve WVVA sponsorship for Pinot in the City and inquire with Lawrence PR if they can do deskside tours while in area. Budget would come from Contingency or PR line item if funds remain. Brandi Ebner seconded the motion. The motion was unanimously approved.
- **Development Report-** Tori presented and update on the WVVA grant program. The grant ask was much higher than budgeted.
  - Jimmie Lucht moved if the grant review board sees grants worth funding that exceeds the budgeted \$85,511, the review board should give a recommendation to the board who will vote to allocate extra funds toward projects. Jeannine Breshears seconded the motion. The motion was unanimously approved.
    - Note: The grant review board is made up of Jimmie Lucht, Meg Trendler, Samara Phelps, Melissa Grace, Kara Kuh, Brandi Ebner and Tori Middelstadt.
- **Stakeholder Report-** Becca and Tori will prepare the April 3<sup>rd</sup> listening session presentation and get it to Travel Oregon by the deadline.

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

An airport walk through is scheduled to determine the location of the activation.

- Jeaninne Breshears moved to ratify an email vote to cover the Fiction wine bottle repair costs of \$8,900 from the contingency line item. Jimmie Lucht seconded the motion. The motion was unanimously approved.

### **Staff Reports**

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

### **Adjourn**

The board meeting was adjourned at 11:42am.

Submitted by Tori Middelstadt for Secretary Jeannine Breshears