



Willamette Valley Visitors Association

Board Meeting Minutes

Thursday, April 18, 2019

9:30am-2:00pm Board Meeting

Best Western PLUS Mill Creek In – 3125 Ryan Dr SE, Salem, OR 97301

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

Members Excused Absent:

Members Not Excused Absent:

Staff Present: Becca Barnhart, Tori Middelstadt

The April 18, 2019 Willamette Valley Visitors Association board meeting was called to order at 9:34AM by President Irene Bernards.

Minutes (Breshears/Knapp)

The March 14, 2019 minutes were reviewed. **Jeannine Breshears moved to approve the minutes. Jeff Knapp seconded the minutes. The motion was unanimously approved. The motion was unanimously approved.**

Financial Reports (Breshears/Knapp) (Breshears/Knapp) (Knapp/Bond) (Knapp/Inouye)

Christie Weigel presented the March 2019 financials in three categories: WVVA, RCTP and Wine Country Plate.

- WVVA Budget vs. Actuals were presented. Christie discussed areas that were over budget. **Jeannine Breshears moved to approve the March 2019 WVVA Budget vs. Actual Financials as presented. Jeff Knapp seconded the financials. The motion was unanimously approved.**
- Christie presented Airport Activation history of Wine Country Plate Funds. **Jeannine Breshears moved to approve the Airport Project Financial Report as presented. Jeff Knapp second the motion. The motion was unanimously approved.**
- Christie presented the Regional Cooperative Tourism Program (RCTP) Budget vs. Actuals. **Jeff Knapp moved to approve the RCTP YTD financials as presented. Rebecca Bond seconded the motion. The motion was unanimously approved.**
- Staff went through the budget to estimate what will go unspent and brought a spending plan for the potentially unused funds: **Jeff Knapp moved to approve the new spending plan (outlined in the below table). Natalie Inouye seconded the motion. The motion was unanimously approved.**

WVVA SPENDING PLAN	
Tactic	Dollars
Seattle Airport Activation 2.0	\$25,000
Content Development	\$3,000
Social Media Support	\$2,000
Additional PR Support (Lawrence)	\$10,000
America Journal Co-op Ad	\$11,500
Expedia Feature Campaign	\$20,000
National Forest Trail Restoration (West Cascades)	\$5,000
Total	\$76,500

Leadership Team Reports

- **Marketing Leadership Report**- Presented by Becca Barnhart, Natalie Inouye and Jeannine Breshears (Knapp/Inouye)
 - Becca Barnhart presented her staff report.
 - Becca presented website optimization investments to have a branded interactive map for the sub-regional page and for the site backend to allow for building of custom pages which would help staff time. Jeff Knapp moved to approve the website opportunities as presented. Natalie Inouye seconded the motion. The motion was unanimously approved.
- **Development and Industry Relations report**- Presented by Tori Middelstadt & Rebecca Bond
 - Tori Middelstadt presented her staff report.

Wine Country Plate Update

The wine bottle remains installed at the Boise April until April 20, 2019. It will then be taken to the Seattle Airport.

New & Old Business

- The Willamette Valley Locks commission would like to meet with the WVVA board about funding and matching. Jeannine Breshears will work to schedule a meeting time at a future WVVA board meeting.

Staff Reports

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

Adjourn

The board meeting was adjourned at 1:00pm.

Submitted by Tori Middelstadt for Secretary Rebecca Bond