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**Willamette Valley Visitors Association**

**Board Meeting Minutes**

**July 17, 2018 – Conference Call**

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

**Members Excused Absent:**

**Members Not Excused Absent:**

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

The July 17, 2018 Willamette Valley Visitors Association board meeting was called to order at 12:20PM by President Irene Bernards.

**Minutes** (Inouye/Breshears)

The June 13, 2018 minutes were reviewed. **Natalie Inouye moved to approve the minutes as presented. Jeannine Breshears seconded the motion. The motion was unanimously approved.**

**Leadership Report**

The leadership report was presented by Irene Bernards. Christina Rehklau the new Executive Director of Visit Corvallis and will be the Benton County voting representative.

* **The nomination committee (Natalie Inouye and Jeannine Breshears) moved to select the FY2018-2019 fiscal slate of officers. Officer nominations are Irene Bernards as President, Jeannine Breshears as Vice President, Christie Wiegel as Treasurer and Rebecca Bond as Secretary. Jeff Knapp seconded the motion. The motion was unanimously approved.**

**Financial Reports** (Rehklau/Knapp)

Christie Wiegel presented the May and June financials. **Christina Rehklau moved to approve the financials as presented. Jeff Knapp seconded the motion. The motion was unanimously approved.**

* Travel Salem would like to invoice ahead of time in 6-month increments for WVVA payroll experiences. **Rebecca Bond moved to allow Travel Salem to bill 6-months out for payroll expenses. Jeannine Breshears seconded the motion. The motion was unanimously approved.**

**Leadership Team Reports**

* **Marketing Leadership Report**- Presented by Becca Barnhart, Natalie Inouye and Jeannine Breshears
  + Becca Barnhart presented the James Beard Truffle Dinner opportunity brought to WVVA by Matt Bennet of Sybaris Bistro during the March grant cycle. **Natalie Inouye moved to approved $6,000 to help cover expenses directly related to Sybaris Bistro to host the dinner and $4,000 for travel expenses for Becca to do media outreach and possibly assist the Truffle Festival in sending a truffle expert. Jeannine Breshears seconded the motion. The motion was unanimously approved.**
* **Development & Sales Leadership Report**- Presented by Tori Middelstadt
  + Tori Middelstadt presented her staff report (see attached).
* **Stakeholder Leadership Report**- The hiring committee (Irene Bernards, Jeff Knapp and Jeannine Breshears) will review applicants on July 19, 2018.

**Wine Country Plate Update**

Irene Bernards gave an update on the Portland Airport Wine Bottle Installation. The exhibit is active in Concourse C paired with wine tastings and advertisements throughout the airport. Brochures need to be stocked daily.

**Staff Reports**

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

**Adjourn**

The board meeting was adjourned at 2:35pm.

Submitted by Tori Middelstadt for Secretary Jeannine Breshears