



Willamette Valley Visitors Association

Board Meeting Minutes

August 16, 2018 – Conference Call

Members Present: Christina Rehkla, Christie Weigel, Irene Bernards, Jeannine Breshears, Natalie Inouye, Rebecca Bond, sitting for Jeff Knapp- Michelle Kaufmann

Members Excused Absent: Jeff Knapp

Members Not Excused Absent:

Staff Present: Becca Barnhart, Tori Middelstadt, Brooke Adams

The August 16, 2018 Willamette Valley Visitors Association board meeting was called to order at 9:34AM by President Irene Bernards.

Minutes (Inouye/Breshears)

The July 17, 2018 minutes were reviewed. **Natalie Inouye moved to approve the minutes with the location updated to Albany Visitors Association. Jeannine Breshears seconded the motion. The motion was unanimously approved.**

Leadership Report

Financial Reports (Inouye/Bernards)

Christie Wiegel presented the preliminary July financials. The financials were reviewed, the approval vote will occur next board meeting.

- The 18-19 budget changes were reviewed and approved via email. **Natalie Inouye moved to approve the 18-19 budget as presented by Jeannine Breshears via email. Irene Bernards seconded the motion. The motion was unanimously approved.**

Leadership Team Reports

- **Marketing Leadership Report**- Presented by Becca Barnhart, Natalie Inouye and Jeannine Breshears (Breshears/Bond)
 - Becca Barnhart presented her staff report. See attached
 - Becca Barnhart presented the Travefy access changes. Only staff will have full accounts to assist in FAMs assigned by Travel Oregon. As a value add-on for DMO's staff volunteer time and to better assist WVVA in coordinating FAMs, Becca suggested WVVA cover the additional costs for each DMO to have a Travefy login. **Jeannine Breshears moved to have the three Travel Oregon provided logins for RDMO staff and WVVA cover the costs of six DMO level logins. Rebecca Bond seconded the motion. The motion was unanimously passed.**

- Becca Barnhart presented the need to create and publish a website privacy policy. The board tasked the WVVA staff to present a policy that can be voted on at the next meeting.
- Becca presented an updated of the James Beard Truffle Dinner.
- **Development & Sales Leadership Report**- Presented by Tori Middelstadt
 - Tori Middelstadt presented her staff report (see attached).

Stakeholder Leadership Report- The stakeholder leadership report was presented by Irene Bernards. Brooke Adams was selected by the hiring committee to join the WVVA staff as the Marketing and Development Coordinator. Tori Middelstadt is looking into industry trainings for grant writing and diversity/inclusion training.

Wine Country Plate Update

Irene Bernards gave an update on the Wine Bottle Installation. The exhibit has moved from Portland International Airport to the Eugene Airport. The bottle is located next to the TSA security checkpoint.

Staff Reports

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

Adjourn

The board meeting was adjourned at 12:15pm.

Submitted by Tori Middelstadt for Secretary Rebecca Bond