



**Willamette Valley Visitors Association
Board Meeting Minutes
Thursday, August 15, 2019
9:30am-11:30am Board Meeting
Conference Call**

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

Members Alternate:

Members Excused Absent:

Members Not Excused Absent:

Staff Present: Dawnielle Tehama, Becca Barnhart

The August 15, 2019 Willamette Valley Visitors Association board meeting was called to order at 9:34 AM by President Natalie Inouye.

Minutes (Breshears/Knapp) (Knapp/Bond)

The July 18, 2019 minutes were reviewed. **Jeannine Breshears moved to approve the minutes as presented with corrections to include alternates in a board members absence, change minutes to motion and change "see attached" to "see staff report. Jeff Knapp seconded the motion. The motion was unanimously approved.**

- **Email vote ratifications: Jeff Knapp moves to ratify the WCP Airport Promotion Budget by \$5408 from the Travel/Trade FAM Hosting Budget. Rebecca Bond seconded the motion. The motion was unanimously approved.**

Leadership Report

Nothing new to report at this time

Financial Reports (Rehkla/Bond) (Bond/Knapp)

Jeannine Breshears presented the 2018-2019 budget carry forward. WVVA funds carrying over are \$34,814. Regional Cooperative Tourism Program funds carrying over are approximately \$4,102 as this will be final after the audit. **Christina Rehkla moved to approve the financials as presented. Rebecca Bond seconded the motion. The motion was unanimously approved.**

- **The 2019-2021 WVVA class funds were discussed and will be submitted for Doty, Pruitt and Wilson to work into the accounting stream. The WVVA pack will be adjusted and the ODA membership will be a WVVA cost. Rebecca Bond moved to approve the use of the 2019-2021 WVVA Class funds. Jeff Knapp seconded the motion. The motion was unanimously approved.**

- July Financials were tabled until the September 2019 Board meeting.

Leadership Team Reports

Executive Report: (Breshears/Rehklau)

Executive Director, Dawnielle Tehama presented an update. Dawnielle would like to amend the motion for ODA membership as \$650 was approved but the actual cost was \$700. **Jeannine Breshears moved to amend the approved spending to \$700 to become a member of Oregon Destination Association. Christina Rehklau seconded the motion. The motion was unanimously approved.**

- **Marketing Leadership Report-** Presented by Becca Barnhart, Natalie Inouye and Jeannine Breshears
 - Becca Barnhart presented her staff report. See staff report.
- **Development and Industry Relations report-**
 - Tori Middelstadt was not present at the meeting but her report is in the staff report. See staff report.

Wine Country Plate Update

The wine bottle has been brought back to the Henry V warehouse for storage. The opportunity to put the bottle at the Calgary Airport for a West Jet promotion has been presented and costs are being evaluated at this time.

New & Old Business

Staff Reports

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

Adjourn

The board meeting was adjourned at 11:32am.

Submitted by Tori Middelstadt for Secretary Christina Rehklau