



Willamette Valley Visitors Association

Board Meeting Minutes

January 15, 2019 – Travel Lane County Office,

754 Olive St, Eugene, OR 97401

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

Members Excused Absent: Christie Weigel

Members Not Excused Absent:

Staff Present: Becca Barnhart, Tori Middelstadt, Brooke Adams

The January 15, 2019 Willamette Valley Visitors Association board meeting was called to order at 9:52AM by President Irene Bernards.

Minutes (Breshears/ Inouye)

The December 13, 2018 minutes were reviewed. **Jeannine Breshears moved to approve the minutes with the noted change of removing an extra “this” and “in” from the stakeholder leadership report. Natalie Inouye seconded the motion. The motion was unanimously approved.**

Leadership Report (Inouye/Knapp)

Irene Bernards presented the leadership report.

- Email vote Ratification: An opportunity was presented to have the Scenic Byway ad be included in the translated guide for \$1750. **Natalie Inouye moved to ratify the email vote to pay the additional \$1750 to have the advertisement in the translated versions of the guide. Jeff Knapp seconded the motion. The motion was unanimously approved.**

Financial Reports (Breshears/Knapp)

Jeannine Breshears presented the January financials with notes to Tori to look deeper into the development budget line items, WVVA Partner Funds, Grant and RARE. **Jeannine Breshears moved to approve the RCTP financial reports as presented, and to table the Wine County Plates Funds to the next meeting when Christie can present those. Jeff Knapp 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 her staff report. See attached
 - Becca presented an update for the James Beard House Dinner. The truffle dinner is one of the few James Beard dinners to sell out.

- Becca presented an in-depth look at the website statistics. In looking forward, in an effort to increase e-newsletter sign-ups the board would like to look at pop-up opt-ins. The board is to look at web traffic from the WVVA website to the DMO sites to see how much and the quality of traffic going to their page.
- **Development, Sales & Stakeholder Leadership Report**- Presented by Tori Middelstadt
 - Tori Middelstadt presented her staff report (see staff report).
 - Tori gave an update to the tourism studio process. Linn & Benton Counties Culinary and Agritourism studio will be held March 20 & 21, 2019. The Willamette Water Trail Studio will be a full robust studio scheduled from January 2020 – April 2020.
 - The WVVA Visitor guide is moving forward, the Sip Stop copy should be ready any day for the PR team to review.
 - Tori updated on the Wine, Wings and Whales promotion. The board would like two versions, one that is a loop and not the route influencers took. Tori wants to have these final and live for this trade season.

Wine Country Plate Update

The wine bottle is in the Seattle Airport until February 4, 2019. The bottle then moves to Boise and it will be installed on February 8th.

New & Old Business

Staff Reports

See Staff Report

Adjourn

The board meeting was adjourned at 2:32pm.

Submitted by Brooke Adams for Secretary Rebecca Bond