



Willamette Valley Visitors Association

Board Meeting Minutes

January 31, 2018 -Eugene, OR

Members Present: Irene Bernards, Jimmie Lucht, Natalie Inouye, Jeannine Breshears, Brandi Ebner, Rebecca Bond, Christie Weigel

Members Excused Absent:

Members Not Excused Absent:

Staff Present: Becca Barnhart, Tori Middelstadt

The January 31, 2018 Willamette Valley Visitors Association board meeting was called to order at 10:12am by President Irene Bernards.

Minutes (Lucht/Inouye)

The November 29, 2017 minutes were reviewed. Natalie would like to change the minutes to read 'present the opportunity to Region 2 to join Region 1 in the Wine Bottle Installation.' Jimmie Lucht moved to approve the minutes with the suggested change and Natalie Inouye seconded the motion. The motion was unanimously approved.

- Jeannine Breshears moved to ratify the board email vote to change banking institutions and Natalie Inouye seconded the motion. The motion was unanimously approved.
- Natalie Inouye moved to ratify the board email vote to write letters of recommendation to support Travel Salem's award nomination for the Wine Country Plate Program and Jeannine Breshears seconded the motion. The motion was unanimously approved.

Financial Reports- January 2018 (Lucht/ Inouye)

Jeannine Breshears and treasurer Christie Weigel presented the financials. Jimmie Lucht moved approve the financials as presented, seconded by Natalie Inouye. The motion was unanimously approved.

Leadership Team Reports

- **Marketing report-** The website reskin is underway with a February launch goal. Individual DMOs need to review their pages and links. Currently waiting for Travel Oregon Winter Campaign results and Spring Campaign menu of options.
 - Natalie Inouye presented the sponsorship opportunity for WVVA to be the ornament sponsor for the Find Your Trail Promotion as part of the Capitol Christmas Tree project.
 - Jeannine Breshears moved to use \$1,000 to be the ornament sponsor and Jimmie Lucht seconded the motion. The motion was unanimously approved.
 - Becca Barnhart and Tori Middelstadt presented promotion item needs and ideas for upcoming tradeshow and desk side tours.
 - Jimmie Lucht moved for \$2,000 to be used for immediate promotional item needs and for WVVA staff to present other items for use of future budget and

Jeannine Breshears seconded the motion. The motion was unanimously approved.

- **Development Report**- A new leader is needed for this leadership team. Jimmie suggested Rebecca Bond for the role which she accepted. Tori Middelstadt presented an update on the grants process see attached staff report.
 - Natalie Inouye requested to use Lane County's \$1,000 development partnership budget to help with costs on the South Willamette Valley Culinary and Agritourism workshop with Travel Oregon. Jimmie Lucht moved Lane County's partnership development budget to be used for assist with costs associated with the South Willamette Valley Culinary and Agritourism workshop and Jeannine Breshears seconded the motion. The motion was unanimously approved.
 - Jeannine Breshears presented that Clackamas County expanded their Culinary and Agritourism workshop to include three counties and incurred most of the costs. Irene Bernards moved to allow Clackamas County to retroactively spend their \$1,000 partnership development budget on their Culinary and Agritourism workshop and Jimmie Lucht seconded the motion. The motion was unanimously approved.
- **Stakeholder Report**- Tori Middelstadt presented the industry newsletter results (see attached staff report). Irene Bernards presented a reporting summary dashboard for stakeholders. Tori requested the board send DMO membership events, tourism studio and other meetings Becca and Tori can work to attend when possible throughout the year to be more visible in the community.

Wine Country Plate Update (Breshears/Lucht)

Natalie Inouye updated the board on the Region 2 advisory meeting. Jeannine Breshears moved for Region 2 to partner their \$15,004 with Region 1 for the wine bottle Portland and Eugene airport installation project and Jimmie Lucht seconded the motion. The motion was unanimously approved.

Staff Reports

- **Marketing and PR report** (Breshears/Bernards)- Becca Barnhart presented on WVVAs marketing and PR updates and efforts. See attached staff report. She also requested some budget for thank you gifts to those who filled in during her maternity leave. Jeannine Breshears moved to allow Becca to spend \$100 each on thank you gifts for both Kara Kuh and Stephen Hoshaw's extra work they took on during Becca's absence and Irene Bernards seconded the motion. The motion was unanimously approved.
- **Development and Industry Relations report**: Tori Middelstadt presented on WVVAs development, global sales and industry relations efforts and updates. See attached staff report.

Adjourn

The board meeting was adjourned at 4:45pm.

Submitted by Tori Middelstadt for Secretary Jeannine Breshears