



Willamette Valley Visitors Association

Board Meeting Minutes

April 18, 2018 -Wooden Shoe Tulip Farm

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

Members Excused Absent: Brandi Ebner

Members Not Excused Absent:

Staff Present: Becca Barnhart, Tori Middelstadt

The April 18, 2018 Willamette Valley Visitors Association board meeting was called to order at 9:18am by President Irene Bernards.

Minutes (Lucht/Breshears)

The March 15, 2018 minutes were reviewed. Jeannine Breshears requested an addition to the March minutes to read "Becca presented a \$1,500 sponsorship opportunity. Jimmie Lucht moved to accept the minutes with the proposed change. Jeannine Breshears seconded the motion. The motion was unanimously approved.

Leadership Report- (Lucht/Breshears)

Jimmie Lucht presented the updated Willamette Valley Visitors Association Bylaws as provided by David Atkin's office. Jimmie Lucht moved to accept the updated bylaws as presented and Jeannine Breshears seconded the motion. The motion was unanimously approved.

Financial Reports- March 2018 (Lucht/ Breshears)

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.

- (Inouye/Lucht) Christie Weigel presented a new monthly expense of \$50 a month for the Willamette Valley Visitors Association to have its own online QuickBooks account for a more efficient way of working on the WVVA books. Natalie Inouye moved to approve \$600 a year to cover the expense of the Willamette Valley Visitors Association to have its own online QuickBooks account and Jimmie Lucht seconded the motion. The motion was unanimously approved.

Leadership Team Reports

- **Marketing Report-** Presented by Becca Barnhart and Tor Middelstadt
 - Tori Middelstadt presented an opportunity offer by Travel Oregon to offer a day in the Willamette Valley to the International Association of Golf Tour Operators (IAGTO) Post FAM with stops in the valley between Bandon and the evening event at Langdon Farms.

- Jeannine Breshears moved to work with Travel Oregon to host two stops in the Willamette Valley and Langdon Farms and Jimmie Lucht seconded the motion. The motion was unanimously approved.
 - Tori Middelstadt and Becca Barnhart presented a marketing program opportunity suggested by the Grant Review Board. Matt with Sybaris in Albany was offered the opportunity to host a truffle themed dinner at the James Beard house in New York City. It was suggested that WVVA add desksides and consider the event pre-promotion of the Truffle Festival. The board would like Becca and Tori to come up with a work plan about the opportunity to be voted on.
 - Becca presented the final invoice from Lookout.
 - Jeannine Breshears moved to use funds from MISC Advertising to cover the costs and Jimmie Lucht seconded. The motion was unanimously approved.
 - Becca presented marketing budget proposals for fiscal year 2018-2019
 - Jeannine Breshears moves to allocate \$800 out of Clackamas County's PR FAM Budget to the Capitol Christmas tree ornament project costs. Projects costs to include but not limited to tag design and print work, postage of prizes, and assembly work of the tags. Jimmie Lucht seconded the motion and the motion was unanimously approved.
 - Jeannine Breshears moves to explore luggage tags as a WVVA promotional item and use 200 tags for the Capitol Christmas tree ornament project and Jimmie Lucht seconded the motion. The motion was unanimously approved.
 - Natalie Inouye moved to use \$500 of contingency to cover the associated costs of the San Jose Airport Activation sweepstakes winner and Jimmie Lucht seconded the motion. The motion was unanimously approved.
- **Development Report**- Tori presented an update on the WVVA grant program, need to update international sales market prioritization and discuss the April 3rd listening session.
 - Jeannine Breshears moved to ratify the email vote to increase the grant purse by \$5,200 as presented by the Grant Review Board and Jimmie Lucht seconded the motion. The motion was unanimously approved.
 - Jeannine Breshears moved to ratify the email vote to provide a \$325 scholarship for the RARE placement in Dallas to attend the 2018 Governor's Conference on Tourism and Jimmie Lucht seconded the motion. The motion was unanimously approved.
- **Stakeholder Report**- Irene Bernards would like the dashboard and reporting to be dispersed with the industry news whenever it is sent.

Wine Country Plate Update

Irene Bernards gave an update on the Portland Airport Wine Bottle Installation. The bottle will be installed by May 15, 2018 and run through the beginning of August.

Staff Reports

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

Adjourn

The board meeting was adjourned at 1:00pm.

Submitted by Tori Middelstadt for Secretary Jeannine Breshears