



## **Willamette Valley Visitors Association**

### **Board Meeting Minutes**

**Thursday, May 16, 2019**

**1:30am-5:00pm Board Meeting**

**Best Western PLUS Mill Creek In – 3125 Ryan Dr SE, Salem, OR 97301**

**Members Present:** Irene Bernards, Natalie Inouye, Rebecca Bond, Christina Rehkla, Christie Weigel, Jeannine Breshears

**Members Excused Absent:** Jeff Knapp

**Members Not Excused Absent:**

**Staff Present:** Becca Barnhart, Tori Middelstadt

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The May 16, 2019 Willamette Valley Visitors Association board meeting was called to order at 1:46 PM by President Irene Bernards.

#### **Minutes** (Rehkla/Inouye)

The April 18, 2019 minutes were reviewed. **Christina Rehkla moved to approve the minutes with the corrected date, location and time. Natalie Inouye seconded the minutes. The motion was unanimously approved.**

#### **Financial Reports** (Bond/Inouye) (Inouye/Rehkla)

Christie Weigel and Jeannine Breshears presented the April 2019 financials for WVVA and RCTP funds. The grant budget line is overspent and Tori and Christie will look into why. **Rebecca Bond moved to approve the WVVA and RCTP financials as presented with follow up on the grant budget line. Natalie Inouye seconded the minutes. The motion was unanimously approved. The motion was unanimously approved.**

- Board members presented opportunities for their sub-regional WVVA Partnership funds:
  - Natalie Inouye would like to use Travel Lane County's remaining \$500 on printing the South Willamette Valley Food Trail Brochure.
  - Christina Rehkla would like to use Visit Corvallis's funds for a mural trail brochure.
  - Irene Bernards would like to use Travel Salem's funds to make a DMO marketing and development toolkit.
  - Rebecca Bond would like to use Albany's remaining funds toward a FAM tour for the Santiam Rest Stop volunteers.
- **Natalie Inouye moved to approve the WVVA partner funds as requested. Christina Rehkla 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 Staff Report
- Development and Industry Relations report- Presented by Tori Middelstadt & Rebecca Bond
  - Tori Middelstadt presented her staff report. See Staff Report

## Wine Country Plate Update

The wine bottle has been reinstated in Seattle on May 1, 2019 and will remain until June 17, 2019.

## New & Old Business

### Staff Reports

- Marketing and PR report – See Staff Report
- Development and Industry Relations report: See Staff Report

## Adjourn

The board meeting was adjourned at 4:45pm.

Submitted by Tori Middelstadt for Secretary Rebecca Bond