



Willamette Valley Visitors Association

Board Meeting Minutes

Thursday, July 18, 2019

9:30am-2:30pm Board Meeting

Eugene, Cascades & Coast Office – 754 Olive St, Eugene, OR 97401

Members Present: Natalie Inouye, Rebecca Bond, Christie Weigel, Jeannine Breshears, Jeff Knapp,

Alternates Present: Taylor Catonwine, for Irene Bernards

Members Excused Absent: Irene Bernards, Christina Rehklau

Members Not Excused Absent: none

Staff Present: Becca Barnhart, Tori Middelstadt

The July 18, 2019 Willamette Valley Visitors Association board meeting was called to order at 9:43 AM by President Natalie Inouye.

Minutes (Knapp/Bond) (Knapp/Bond) (Bond/Knapp)

The June 20, 2019 minutes were reviewed. **Jeff Knapp moved to approve the minutes as presented with correct meeting location. Rebecca Bond seconded the motion. The motion was unanimously approved.**

- **Email vote ratifications: Jeff Knapp moved to ratify the following email votes. Rebecca Bond seconded the minutes. The motion was unanimously approved.**
 - **Transportation Study: WVVA to help fund the OR21 Outdoor Recreation Network Transportation study at \$5,000**
 - **Account Signers: clean-up WVVA account signers to include Natalie, Dawnielle and Jeannine.**
 - **Since Irene Bernards works out of the same location as Dawnielle, there was a proposed adjustment to the account signer's email vote to include Irene Bernards as a signer- Rebecca Bond moves to approve Irene Bernards to also be an account signer. Jeff Knapp seconded the motion. The motion was unanimously approved.**
 - **Knecht-Reisen AD buy-in opportunity: move \$800 from FY 19-20 Global Fam for advertisement cost**

Leadership Report

Nothing new to report at this time

Financial Reports

Christie Weigel and Jeannine Breshears presented the progress of the year-end financials for RCTP funds. The financials are still in progress and will be voted on at August board meeting.

Leadership Team Reports

Executive Report: (Bond/Breshears)

Executive Director, Dawnielle Tehama presented an update. Oregon Destination Association (formerly ODMO) feels Willamette Valley Visitors Association should be a member. **Rebecca Bond moved to approve spending \$700 to become a member of Oregon Destination Association. Jeannine Breshears 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-** Presented by Tori Middelstadt & Rebecca Bond
 - Tori Middelstadt presented her staff report. See Staff Report

Wine Country Plate Update

The wine bottle has been brought back to the Henry V warehouse where they are to create an estimate for repairs and move it to storage until our next use. The future of the wine bottle is to be discussed at the August 2019 meeting.

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 12:43pm.

Submitted by Tori Middelstadt for Secretary Christina Rehlau