

**GWTTRA Board Meeting Minutes**  
**June 22, 2010**  
**San Antonio**

**Members and Guests Present:** Claudia Jurowski, Dean Runyan, Ken Bartkus, Elizabeth Cordova, Jim Buchanan, Denise Miller President TTRA Board.

**Board Members:** Kathleen Andereck, Chris Cordova, Norman Nickerson, Dave Williams,

President Dave Williams convened the meeting at 7:30am

There was a review of the new board member and officer slate as presented by Kathy Andereck. It was recommended that Chris Cordova the current secretary move up to VP. The board was asked to look for a Secretary (and has been found). Dave said John would like to expand board to include more membership participation and hence grow GWTTRA. There was a general discussion about the size of the board. Currently there are four going on and four going off the board. Dave reviewed a list of absent board members. As a result, Norma made a motion to ask Kelly Bricker and Rick Knopf to resign from the board due to their schedules making it difficult for them to participate. Kathleen seconded. Everyone voted in favor of the motion.

Norma moved to accept the slate as presented by Kathy Andereck, with the addition of Claudia Jurowski. Kathleen seconded and it was so moved. The slate being as follows:

New Board members and officers Slate for 2010-2011

President:

Vinod Sasidharan  
San Diego State University  
5500 Campanile Drive MC-4514  
San Diego, CA  
619-594-4726  
[vinod.sasidharan@sdsu.edu](mailto:vinod.sasidharan@sdsu.edu)

Past-President: (Not requiring a membership vote)

Dave Williams, President  
Utah Travel Council  
300 N. State Street, Council Hall  
Salt Lake City, UT  
801-538-1317  
[dmwilliams@utah.gov](mailto:dmwilliams@utah.gov)

Vice-President/Program Chair:

Chris Cordova, Secretary  
CRC & Associates  
993 Camino Del Pueblo  
Bernalillo, NM 87004

Ph: 1-505-867-1CRC (1272)

Ph: 505.867.1272

[chris@crcassociates.biz](mailto:chris@crcassociates.biz)

Secretary:

Christine Oschell (Note, Christine was added after the board meeting in San Antonio)  
University of Montana with board approval).

406 243 6454

[Christine.oschell@umontana.edu](mailto:Christine.oschell@umontana.edu)

Treasurer: (Board appointed, does not require members vote)

Gina Zozaya, Treasurer

Marketing Research Analyst

Las Vegas Conv./Visitors Authority

3150 Paradise Rd

Las Vegas, NV 89109

702-892-2805

[gzozaya@lvcva.com](mailto:gzozaya@lvcva.com)

New Board Members:

Kenneth R. Bartkus, Ph.D.

Professor of Marketing

Executive Director, The Research Group Jon M. Huntsman School of  
Business Utah State University Logan, UT 84322

435-797-3891

[ken.bartkus@usu.edu](mailto:ken.bartkus@usu.edu)<<mailto:ken.bartkus@usu.edu>>

Vicky Soderberg

Cygnnet Strategies, LLC

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Jim Buchanan

Research Coordinator

Utah Office of Tourism

801-538-1375

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Claudia Jurowski

Professor

Northern Arizona University

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There was a motion to have the recording duties of the board Secretary be taken over by  
GWTTRA Manager John Hope-Johnstone. Norma moved, Chris seconded. So moved.

There was a general discussion regarding changing the bylaws, with no result.

There was a discussion regarding timing of elections. It was decided to have the board approve the new slate of Officers and New Board members at the June Annual Meeting and have the membership vote on the new slate over the summer and the member approved board members to begin their terms in September. Kathleen Andereck was to administer.

There was a general discussion regarding TTRA board members should be more involved with their local chapters hence improving information flow.

Dave gave the group a recap of John Hope-Johnstones' management report regarding the creation of ad hoc committees to support the board: Symposium Education Committee, Student Involvement Committee and that these committees be made up of a Chair from the Board, but also include general non-board GWTTRA members, and where applicable non GWTTRA members with special expertise, thereby increasing participation in GWTTRA.

It was also noted that John has created a social media presence for GWTTRA presence on face book and Twitter and the board agreed to ask students, members and board to become facebook friends. It is a great communications tool.

Norma motioned to have the next symposium in Santa Fe, Kathleen seconded. It will be in the Spring and Chris is to put together some dates based on activities in Santa Fe, and get back to the board. Cultural Tourism is the theme.

There was a review of previous symposia as follows: Phoenix, Park City, Seattle, Boise, San Diego, Montana, Santa Fe this year. There was a motion by Chris to have the 2012 symposium in Portland, seconded by Kathy and approved.

There was an award of appreciation given to outgoing GWTTRA President Dave Williams for his excellent service to the organization from the Board and Membership.

Claudia Jurowski was nominated to look for new members by going through the Journals to see who is publishing from the Greater Western Chapter.

Norma Nickerson moved to adjourn. Kathleen seconded. The meeting adjourned at 9:00am

