

MOSES LAKE TOURISM COMMISSION MINUTES

MAY 16, 2012

Members Present: Bev Shuford, Brenda Teals, Lisa Garmon, Mary Perry, Scott Tymczyszyn and Debbie Doran-Martinez
 Members Absent: Christine Ritchie
 Staff Present: Spencer Grigg and Kerri Fenner
 Guests Present: None

2012

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	C	X	X	C	X							
Doran-Martinez	C	X	E	C	X							
Perry	C	X	X	C	X							
Ritchie	C	E	E	C	E							
Teals	C	X	X	C	X							
Shuford	C	X	X	C	X							
Tymczyszyn	C	E	X	C	X							

E=Excused Absence C=Meeting Canceled V=Vacant

Call Meeting to Order

The regular meeting was called to order by Chair Brenda Teals at 7:05 p.m.

Roll Call

Christine Ritchie excused.

Introduction of Guests/Visitors

None.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of March 21, 2012, be approved as submitted. Seconded by Ms. Doran-Martinez and passed unanimously.

Correspondence/Communications

None.

Web Site - Traffic Report -

Commissioners received copies of the web site traffic reports for the period of May 1-16, 2012, for review and discussion.

Mr. Grigg reviewed the web site traffic report with the Commission. The report showed 2,142 unique visitors, 2,979 visits, 6,592 page views, 59,115 hits and a bandwidth usage of 225.21 megabytes.

Transient Rental Income/Sales Tax Revenue – Report

Commissioners received copies of the Transient Rental Income and Sales Tax Revenue reports for review and discussion.

Transient rental income posted in April for February sales was \$22,286.68, a decrease of 22% from the same period of time last year. Mr. Grigg explained that it’s hard to get a clear picture from this report on a monthly basis because the reporting facilities don’t report at the same time. It should be much clearer at the end of the year. Brief discussion held.

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Sales tax revenue posted in April for February sales was \$350,818.56, a -0% increase compared to the same time period as last year. Sales tax receipts go into the City's general fund, of which the Parks and Recreation Department receives a percentage. Within the Parks and Recreation Department, there are tourism activities which also receive a small percentage of the funds.

Marketing Update – Bill Burke, Burke Marketing

Mr. Burke gave a summary of how the Grant County Tourism Familiarization Tour went. Most of the publicity was good. The newspaper had a very positive article and only received one negative letter from a citizen. Mr. Burke showed posters for the Summer Concert Series and Blue Grass Festival and gave a quick overview of the bands that will be performing. He also showed Commission members still shots of the new ad campaign which will be produced at the end of this week and a summary of the TV and radio media outlets set to run the campaign. Ms. Teals asked about the wine event this year. Mr. Burke said he thought we should sell 100 more tickets this year. The event will be catered by Michael's. The wineries that participated last year will be returning and there are at least six new wineries participating.

Director's Report

Concert & Movie Series –

Mr. Grigg stated that Ms. Moholt-Phillips has done a wonderful job working out sponsorship arrangements with local organizations.

Surf 'n Slide Water Park –

The water park will hold the special VIP event for season pass holders on Friday, May 25th, and will open to the general public on Saturday, May 26th. Mr. Grigg reported on the positive pump inspection, the new tile edging around the perimeter of the tank, and the new loungers and chairs. Brief discussion held regarding the Lotto commercial which was filmed at the water park. The commercial should start airing on TV within the next few weeks.

Grant County Tourism Commission Familiarization Tour –

Discussion held regarding the tour and the negative letter written to the editor which incorrectly claimed we sponsored the event instead of the Grant County Tourism Commission. We are working on updating the kiosks around town to highlight the Spring Festival. We will then try to keep them updated with current information.

Commission Questions and Comments

Ms. Teals asked about the BMX race schedule. Mr. Grigg explained that there are over 30 races scheduled at the track this year. Discussion held regarding the event and how big BMX racing has become. There will also be a skateboard competition held at the skateboard track on Memorial Day weekend. Ms. Teals stated that in past years we often wrote thank you letters to people who promoted tourism. She suggested we send a thank you letter to the couple who organized the BMX race schedule. Mr. Grigg said the couple has done an excellent job and their son even participates in the event, so a thank you letter would be wonderful. Ms. Teals said she will write the letter after the race season is over. Mr. Grigg gave a quick summary of other upcoming events.

Ms. Doran-Martinez talked about someone wanting to hold a regional multi-state remote control planes event. Brief discussion held. Ms. Perry asked about Cave B coming up for auction. Mr. Grigg explained it has been postponed.

Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Perry. The meeting adjourned at 7:45 p.m.