

MOSES LAKE TOURISM COMMISSION MINUTES

MAY 15, 2013

Members Present: Brenda Teals, Mary Perry, Bev Shuford, Marianne Kirwan and Debbie Doran-Martinez
 Members Absent: Lisa Garmon and Ashlee Holten
 Staff Present: Spencer Grigg, Lori Moholt-Phillips and Kerri Smoot
 Guests Present: Pat Daugherty and Leslie Ramsden from Columbia Basin Allied Arts.

2013

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

E=Excused Absence C=Meeting Canceled V=Vacant R=Resigned N=Not Reappointed

Call Meeting to Order

The regular meeting was called to order by Chair Brenda Teals at 7:02 p.m.

Roll Call

Ms. Garmon and Ms. Holten were not present.

Introduction of Guests/Visitors

Pat Daugherty and Leslie Ramsden from Columbia Basin Allied Arts.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the draft minutes of March 20, 2013 be approved as submitted. Seconded by Ms. Perry and passed unanimously.

Correspondence/Communications

Funding Request from Columbia Basin Allied Arts/Performing Arts –

Pat Daugherty and Leslie Ramsden from Columbia Basin Allied Arts (CBAA) addressed the Commission and explained a little about CBAA and what they do. They summarized their funding request and how the requested funds can be used, and passed out a schedule of events for their 2013-2014 season.

Funding Request from Moses Lake Business Association/Basin BBQ Bash –

No representative present from Moses Lake Business Association (MLBA). Commission discussed their request for funds.

Funding Request from Moses Lake Classic Car Club/Car Show –

No representative present from the Moses Lake Classic Car Club (Car Club). Commission discussed their request for funds.

Findings of Commission –

Significant discussion held regarding the three funding requests received and the amounts to be awarded to each organization. Ms. Doran-Martinez moved to approve the Car Club’s full request of \$600, award \$3,000 to CBAA and \$1,000 to MLBA. Seconded by Ms. Kirwan. Motion did not pass. Significant discussion held regarding the amounts to be awarded and how much should be left to be awarded if additional funding requests come in this year. Mr. Grigg explained about the hotel/motel tax and how funds are rolled over to the next year if they are not spent. Commission members agreed that there should be a deadline for applying for tourism grant money next year. Ms. Perry

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would also like a rule that applications must be submitted a certain time prior to the event. Commission members agreed to amend the original motion and award \$600 to the Car Club, \$4,000 to CBAA and \$1,500 to MLBA. Ms. Doran-Martinez accepted the amended motion, with the stipulation that MLBA uses the grant monies to advertise only outside of our community and local market. Mr. Grigg will include the stipulation in the letter to MLBA. Amended motion passed unanimously.

Grant County Tourism Commission Highlights

Mr. Grigg gave highlights of today's Grant County Tourism Commission meeting. Mr. Burke showed the Commission the new Solar Powered Vacations commercial which was shot last week. It will begin running in Seattle and Western Washington this weekend and run through August. It will be shown approximately 2,000 times.

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 \$22,967.86, an increase of 10% from the same period of time last year.

Sales tax revenue posted in April for February sales was \$364,137.97, an increase of 6% from the same period of time last year.

Marketing Update – Bill Burke, Burke Marketing

Mr. Burke handed out the 2013 Working Budget, the Eastern Washington Vacation and Travel Planner, bags of trail mix with various ads on them, and posters for Basin Summer Sounds, Free Summer Concert and Movie Series, Grant County Tourism Solar Powered Vacations, and Five Suns Blue Grass Festival. He gave a summary of the events and working budget.

Director's Report

Surf 'n Slide Water Park –

We have had some major repair expenses this year on the pool, including replacement of the flowrider padding, the resurfacing of the pool, and the flowrider pump that had to be rebuilt. These expenses have already put us approximately \$150,000 over what our routine maintenance expenses are for the year. We recognize that the pool will most likely operate at a loss this year due to the costly repair expenses. However, due to the high quality and durability of the padding and surfacing material, it should be years before we have to repair these again. The pumps may need repair prior to that though. Brief discussion held regarding this year's Free Concert and Movie Series and the upcoming Spring Festival. There will be a professional skateboarder, Josh Mohs, leading the skate competition this year.

Ms. Moholt-Phillips Report

Ann Golden and Freya Liggett of the Museum published a book on the history of Moses Lake. It is for sale in the museum for \$21.99.

There are now two roller derby teams which are practicing at our roller rink. Next year they may be holding professional competitions at the rink. The rink will open for public skating on June 7th. The roller derby practices will be scheduled around public open times.

The Parks and Recreation Summer Brochure will be coming out May 23rd.

The Chevys and Schwinn's event will be held May 18th.

Commission Questions and Comments

Ms. Doran-Martinez announced that there will be a meeting held at the Chamber of Commerce on the evening of July 16th for anyone who wants to attend and discuss fundraising.

Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Perry. Meeting adjourned at 8:09 p.m.