

MOSES LAKE TOURISM COMMISSION MINUTES

FEBRUARY 15, 2012

Members Present: Bev Shuford, Brenda Teals, Debbie Doran-Martinez, Lisa Garmon and Mary Perry
Members Absent: Christine Ritchie and Scott Tymczyszyn
Staff Present: Spencer Grigg, Lori Moholt-Phillips and Diana McKinsey
Guests Present: Pam and Rich Engleman and Mariann Kirwan

2012												
Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	C	X										
Doran-Martinez	C	X										
Perry	C	X										
Ritchie	C	E										
Teals	C	X										
Shuford	C	X										
Tymczyszyn	C	E										

E=Excused Absence C=Meeting Canceled V=Vacant

Call Meeting to Order

The regular meeting was called to order by Chair Brenda Teals at 7:00 p.m.

Roll Call

Christine Ritchie and Scott Tymczyszyn – excused

New Commissioner

Brenda welcomed Lisa Garmon to the commission. Mrs. Garmon stated she has worked for Windermere Real Estate in Moses Lake for the past 10 years and is affiliated with the Broadway Bar and Grill.

Introduction of Guests/Visitors

Mrs. Teals acknowledged the presence of Mariann Kirwan and Rich and Pam Engleman, representing the Moses Lake Business Association.

Approval of Minutes of Prior Meeting

Mrs. Shuford moved the minutes of November 16, 2011 be approved as submitted. Seconded by Mrs. Doran-Martinez and passed unanimously.

Election of 2012 Officers

Mrs. Teals and Mrs. Perry were unanimously voted in as Chair and Vice Chair, respectively.

Correspondence/Communications

Mrs. Kirwan, Moses Lake Business Association, addressed the commission with a request for \$3,000 from the Lodging Tax Funds to help offset advertising costs for the Basin BBQ Bash. She stated that on February 14, 2012, City Council approved expanding the event from one day to two days. The goal for 2012 is to add 2 more barbeque teams for a total of 25 teams, which would be the maximum capacity for the area. There are also plans to involve the community by selling Taster’s Choice tickets to allow the public to vote for their favorite barbeque. The event is scheduled for September 22-23, 2012.

Mrs. Teals inquired if Mr. Grigg had received a written request for funds. Mr. Grigg replied that he had received a request, and copies would be mailed to commissioners.

Mrs. Teals explained the procedure for disbursement of funds, stating that after the commission receives a request it is reviewed, taken under advisement and a decision is made at the next meeting. She thanked Mrs. Kirwan for her

MOSES LAKE TOURISM COMMISSION MINUTES

FEBRUARY 15, 2012

presentation and efforts to bring tourism to Moses Lake and stated she would be contacted once a decision was made, or if more information were needed.

Discussion centered around the success of the 2011 event.

Web Site - Traffic Report -

Commissioners received copies of the web site traffic reports for the period of February 1-15, 2012 for review and discussion.

Mr. Grigg reviewed the web site traffic report with the commission. The report showed 1,397 unique visitors, 1,712 visits, 4,159 page views, 32,502 hits and a bandwidth usage of 126.57 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 January for November sales was \$25,073.90, a decrease of 37% from the same period of time last year. Mr. Grigg cautioned commissioners not to be alarmed, as frequently some of the providers miss the deadline and their numbers are not posted for the appropriate period. The decrease should level off throughout the year.

There was some discussion.

Sales tax revenue posted in January for November sales was \$403,504.15, a 10% increase compared to the same time period as last year.

Marketing Update – Bill Burke, Burke Marketing

Commissioners received copies of the 2012 Moses Lake Tourism Working Budget, 2012 *Destination Washington Tour Book* ad for the Surf 'n Slide Water Park and a copy of the *Eastern Washington Vacation & Travel Planner* for review and discussion.

Mr. Burke noted that expenditures haven't really started yet, and that he was still working on getting investment partners. He pointed out the Surf 'n Slide Water Park ad on the back cover of the *Eastern Washington Vacation & Travel Planner*. Grant County Tourism has created three new brochures highlighting hunting and fishing, golf courses and wineries and microbrews. Grant County Tourism's promotional theme for 2012 is 'Solar Powered Vacations'.

Mrs. Perry requested copies of each new brochure for distribution.

Mr. Burke stated that he has made two offers for entertainers for the 2012 Summer Concert Series with the deadline date of April 15th to have all entertainment booked. He gave commissioners names of entertainment possibilities for the summer.

Mrs. Teals commented that the commission had not had the opportunity to critique the Civic Center/MAC Holiday Show. She felt it was a great event and the food was good, but the logistics of getting the food served was hideous. Mr. Burke agreed, and stated changes would be made to keep the line moving. There were close to 1,000 in attendance and the program was exceptional.

Director's Report

Washington Sportsmen's Show – Staff and volunteers attended the Washington Sportsmen's Show January 25-29, 2012 that was held at the Puyallup Fairgrounds. The number of paid attendance is expected to be between 44,000 and 45,000, with over 500 exhibitors. Grant County Tourism, Moses Lake Tourism and the City of Ephrata each had 10 x 10 booths. The first two days were busier than in the past, and the weekend was so full people could hardly walk through the

MOSES LAKE TOURISM COMMISSION MINUTES

FEBRUARY 15, 2012

building. Over 2,000 quality shopping bags with QR codes were distributed along with trail mix showcasing the Surf 'n Slide Water Park and other Grant County facilities and features, *Grant County Visitor Guides* and brochures promoting our wineries and microbrews, hunting and fishing and golf courses.

City Council/Staff Retreat -- The City Council/Staff Retreat will be held at the ATEC on February 24 and 25, 2012. The Parks and Recreation Department has four items on the agenda: 1 - Parks is requesting additional maintenance staff. 2 - Modifications at McCosh to help minimize vehicles on the lawn and making it easier for the mobility challenged to get around during the Farmers Market. 3 - The old Busby building has been modified and will be the new Learning Center (TLC). Staff is proposing breaking off a portion of the old Busby property, demolishing some of the buildings and creating civic property. 4 - The creation and relocation of a new concrete Skate Park.

Mrs. Teals asked how hockey has gone so far this year. Mr. Grigg replied that Moses Lake Youth Hockey held their first tournament last month and it was very successful. The next tournament is scheduled for February 25-26, 2012. He noted the challenge is to maintain a workable balance between hockey and public time.

Mr. Grigg reported that staff will be purchasing 180 pairs of roller skates in order to utilize the facility year round. Hours may be limited to Fridays, Saturdays and Sundays to see the interest level. The LOFT at the Larson Recreation Center received a donation of used computers from REC. These computers have replaced the older ones at the LOFT and have all been put into use.

Adjournment

Mrs. Perry moved to adjourn, seconded by Mrs. Doran-Martinez. The meeting adjourned at 8:05 p.m.