

MOSES LAKE TOURISM COMMISSION MINUTES

JULY 18, 2012

Members Present: Bev Shuford, Brenda Teals, Lisa Garmon and Debbie Doran-Martinez
 Members Absent: Mary Perry and Scott Tymczyszyn
 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	X	X					
Doran-Martinez	C	X	E	C	X	X	X					
Perry	C	X	X	C	X	E	E					
Ritchie (Resigned)	C	E	E	C	E	-----	-----	-----	-----	-----	-----	-----
Teals	C	X	X	C	X	X	X					
Shuford	C	X	X	C	X	X	X					
Tymczyszyn	C	E	X	C	X	E	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 7:01 p.m.

Roll Call

Mary Perry and Scott Tymczyszyn excused.

Introduction of Guests/Visitors

None.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of May 16, 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 July 1-18, 2012, for review and discussion.

Mr. Grigg reviewed the web site traffic report with the Commission. The report showed 3,473 unique visitors, 4,627 visits, 10,210 page views, 96,292 hits and a bandwidth usage of 366.08 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 June for April sales was \$35,334.86, a decrease of 20% from the same period of time last year. Discussion held regarding the possible reasons for decrease, which may include decreased building projects due to the economy. Ms. Doran-Martinez reported there will be several future building projects.

Sales tax revenue posted in June for April sales was \$399,414.06, a -4% decrease compared to the same time period as last year.

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Marketing Update – Bill Burke, Burke Marketing

Mr. Burke gave highlights of the Food & Wine Festival and Concert Series. He suspects that some patrons of the Concert Series do not like wine being served at the same time the Concert Series is being held. Discussion held. Ms. Doran-Martinez pointed out that due to incorrect information in the newspaper editorial many people thought they had to pay for the Concert Series. Mr. Burke gave a summary of the various ads running right now and upcoming events, and passed out the current working budget for the Commission's review.

Director's Report

August Tourism Commission Meeting – The Commission had a brief discussion about availability for a meeting next month. Ms. Shuford moved to cancel the August Tourism Commission meeting. Seconded by Ms. Doran-Martinez and passed unanimously. The next Tourism Commission meeting will be held September 19, 2012.

Surf 'n Slide – We are looking at a few costly repairs that may be necessary next year. The surface on the flowrider needs to be replaced, which will cost approximately \$35,000. In addition, the padding surrounding the flow rider will also need to be replaced because the foam is breaking down. That repair will cost about \$35,000 as well. Significant discussion held regarding the waterpark.

Commission Questions and Comments

Ms. Doran-Martinez asked about the procedure for requesting re-appointment to the Tourism Commission and the Lodging Tax Advisory Committee. Ms. Garmon asked why the Library Board and Civil Service Commission are all vacant. Brief discussion held.

Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Shuford. The meeting adjourned at 7:39 p.m.