

MOSES LAKE TOURISM COMMISSION MINUTES

SEPTEMBER 19, 2012

Members Present: Bev Shuford, Lisa Garmon, Debbie Doran-Martinez, Mary Perry and Marianne Kirwan
 Members Absent: Brenda Teals
 Staff Present: Spencer Grigg, Lori Moholt-Phillips 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	C	X			
Doran-Martinez	C	X	E	C	X	X	X	C	X			
Perry	C	X	X	C	X	E	E	C	X			
Ritchie	C	E	E	C	E	R	----	----	----			
Teals	C	X	X	C	X	X	X	C	E			
Shuford	C	X	X	C	X	X	X	C	X			
Tymczyszyn	C	E	X	C	X	E	E	C	N			
Kirwan	----	----	----	----	----	----	----	----	X			

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 Interim Chair Mary Perry at 7:00 p.m.

Roll Call

Ms. Teals excused. Mr. Grigg introduced Marianne Kirwan, new Tourism Commission member. Ms. Kirwan talked about her background and experience in tourism matters.

Introduction of Guests/Visitors

None.

Approval of Minutes of Prior Meeting

Ms. Doran-Martinez moved the minutes of July 18, 2012 be approved as submitted. Seconded by Ms. Garmon and passed unanimously.

Correspondence/Communications

None.

Web Site - Traffic Report

Commissioners received copies of the web site traffic reports for the period of September 1-19, 2012, for review and discussion.

Mr. Grigg reviewed the web site traffic report with the Commission. The report showed 1,936 unique visitors, 2,595 visits, 5,175 page views, 44,845 hits and a bandwidth usage of 172.47 megabytes. Mr. Grigg compared last year's unique visitors numbers to the current numbers and found that for the same month last year, we had 2,470 unique visitors, which equates to about four more days visitation last year than this year. We are past the busier summer months now and headed into the time of year when the web traffic starts to decline.

MOSES LAKE TOURISM COMMISSION MINUTES

SEPTEMBER 19, 2012

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 August for June sales was \$55,497.56, a decrease of 20% from the same period of time last year. We are up a little from last month, but still low. Although there is not a clear reason for the recurring low numbers, in previous years the REC project and other large building projects created an increase in hotel revenue. Those projects are now completed and we have had a lag in industrial construction this year, so we may be seeing the resultant decrease in hotel revenue. July and August are typically the strongest two months of the year, so we may still see an increase when the reports come out for those months.

Sales tax revenue posted in August for June sales was \$432,420.11, a -4% decrease compared to the same time period as last year. Discussion held regarding upcoming large construction jobs and business openings which should help with the sales tax revenue in the winter months.

Marketing Update – Bill Burke, Burke Marketing

Mr. Burke gave highlights of the summer events. He suggests moving the wine festival out of the concert series. He feels it is giving the wrong impression because the concert is a family-oriented event and the wine festival is perceived as an adult event. Both are good events, we just need to ensure the wine festival does not have a negative impact on the concert series.

The Grant County Tourism Commission met this morning and presented a budget of \$275,000 to the Commissioners for 2013. There will be an increase in cooperative advertising opportunities for either service providers or communities themselves. The City of Quincy has shown a great deal of interest in putting together some cooperative advertising with the County. It is something we can look at for our city and others. It should increase both the amount of money going into tourism promotion, and the number of people participating in tourism promotion.

Mayor Ecret asked Mr. Burke to look into the feasibility of putting a 60 foot live Christmas tree in the circle in front of the Civic Center. Mr. Burke found that the cost would be around \$60,000, and the space will just not accommodate a tree of that size. Ms. Kirwan suggested checking with Soap Lake because they put a tree up every year. Mr. Burke will research it further and meet with the Mayor about other possibilities. Mr. Burke gave a summary of the Grant County Tourism Commission meeting held today.

Director's Report

Pool admissions should turn out to be comparable to last year, but we may still have to raise prices next year due to the high-cost maintenance and repairs needed. We should have final numbers for this year soon. November 9th is the scheduled date to open the Ice Rink. The roller skating is winding down now. There was not a huge turn out this year, but the community is starting to learn about our new roller skating program, so we should have a larger turn out next year.

Ms. Moholt-Phillips' Report

Due to the fires and poor air quality in other parts of the state, we have allowed a number of different communities to come here and hold their sporting events.

Commission Questions and Comments

Ms. Kirwan gave a summary of this weekend's upcoming Basin BBQ Bash and related events. Ms. Doran-Martinez reported that they had a lot of international visitors at the Visitors Center last month.

Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Garmon. The meeting adjourned at 7:31 p.m.