

MOSES LAKE TOURISM COMMISSION MINUTES

OCTOBER 17, 2012

Members Present: Mary Perry, Bev Shuford, Brenda Teals, Marianne Kirwan and Ashlee Holten
 Members Absent: Debbie Doran-Martinez and Lisa Garmon
 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	E		
Doran-Martinez	C	X	E	C	X	X	X	C	X	E		
Perry	C	X	X	C	X	E	E	C	X	X		
Ritchie	C	E	E	C	E	R	----	----	----	----		
Teals	C	X	X	C	X	X	X	C	E	X		
Shuford	C	X	X	C	X	X	X	C	X	X		
Tymczyszyn	C	E	X	C	X	E	E	C	N	----		
Kirwan	----	----	----	----	----	----	----	----	X	X		
Holten	----	----	----	----	----	----	----	----	----	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 Chair Brenda Teals at 7:01 p.m.

Roll Call

Ms. Doran-Martinez and Ms. Garmon excused. Mr. Grigg introduced Ashlee Holten, new Tourism Commission member. Ms. Holten talked about her background and her interest in tourism.

Introduction of Guests/Visitors

None.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of September 19, 2012, be approved as submitted. Seconded by Ms. Kirwan and passed unanimously.

Correspondence/Communications

None.

Web Site - Traffic Report

Commissioners received copies of the web site traffic reports for the period of October 1-17, 2012, for review and discussion.

Mr. Grigg reviewed the web site traffic report with the Commission. The report showed 1,534 unique visitors, 2,063 visits, 4,260 page views, 33,162 hits and a bandwidth usage of 137.03 megabytes. Ms. Teals suggested that community businesses may like to see web site traffic reports. Brief discussion held.

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 September for July sales was \$53,987.68, a decrease of 17% from the same period of time last year.

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Sales tax revenue posted in September for July sales was \$407,813.31, a decrease of 4% from the same period of time last year.

Marketing Update – Bill Burke, Burke Marketing

Mr. Burke went over the 2012 marketing budget and expenses and reported we are exactly where we should be for this year. He will be meeting with the City Manager at the end of the month to go over the 2013 budget, and will then make a proposal to the Tourism Commission.

Highlights given regarding this year's Museum & Art Center Holiday Show. Discussion held.

The Chamber of Commerce asked Mr. Burke if we would be interested in having a smart phone application created for tourism in Grant County and the City of Moses Lake, which could be funded by a three-way partnership between the Chamber of Commerce, the Grant County Tourism Commission and the Moses Lake Tourism Commission. It would be a free app people could use to access a map of the county with information on the various services and attractions available. Brief discussion held. Mr. Burke will let the Commission know when he has more information on it.

Director's Report

Mr. Grigg will be meeting with Mr. Burke soon to go over this year's final budget numbers and discuss next year's events and budgetary concerns. Mr. Grigg will report the net income and loss numbers for Surf n' Slide once he has them. Most years have shown a net profit, which goes into the general fund. He expects the same this year. Next year may be different, considering the costly maintenance issues which are coming up.

We are preparing to lay the ice for the Ice Rink, which should be opening next month. Brief discussion held regarding the shed at the Ice Rink. We had requested to build a new Skate Shack and also replace some of the lighting at Larson Field, but those items were not approved for the 2013 budget.

Commission Questions and Comments

Ms. Teals discussed an article titled "Urban Recreation in Moses Lake" from WenatcheeOutdoors.org. The article was given to Ms. Moholt-Phillips yesterday at the Trails Planning Team meeting by Shelly Forster, the author of the article. The article is very informative and gives an accurate description and overview of our various trails, as well as links to the maps. Ms. Moholt-Phillips reported that there are links to this article on the Trails Planning Team page on our website.

Ms. Shuford received a request for bids at the shop from contractors for both Famous Footwear and Petco, so she is confident these new businesses will be coming to Moses Lake.

Ms. Kirwan gave highlights of upcoming holiday events and recently held events.

Ms. Holten suggested we do more electronic advertising and promotion of events. Brief discussion held.

Ms. Perry complimented Ms. Kirwan on the Basin BBQ Bash and asked if we still have a Lodging Tax Advisory Committee. Mr. Grigg stated that we do still have a Committee, but they are only required to meet as needed, which is typically only if there is a change in the way the hotel/motel tax is spent.

Adjournment

Ms. Shuford moved to adjourn. Seconded by Ms. Perry. The meeting adjourned at 7:48p.m.