

**MOSES LAKE TOURISM COMMISSION MINUTES**

**MARCH 20, 2013**

Members Present: Brenda Teals, Mary Perry, Bev Shuford, Marianne Kirwan, Debbie Doran-Martinez, Lisa Garmon and Ashlee Holten  
 Members Absent: None  
 Staff Present: Spencer Grigg, Lori Moholt-Phillips and Kerri Fenner  
 Guests Present: None

2013

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	X	C	X									
Doran-Martinez	X	C	X									
Perry	X	C	X									
Teals	E	C	X									
Shuford	X	C	X									
Kirwan	X	C	X									
Holten	E	C	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 7:02 p.m.

Roll Call

All members present.

Introduction of Guests/Visitors

None.

Approval of Minutes of Prior Meeting

Ms. Doran-Martinez moved the draft minutes of January 16, 2013 be approved as submitted. Seconded by Ms. Shuford and passed unanimously.

Correspondence/Communications

*Funding Request from Columbia Basin Allied Arts –*

Discussion held regarding the funding application and accompanying documentation submitted by Columbia Basin Allied Arts (CBAA). There were three items left blank on the application which Commission members would like to know: the amount of funds requested by CBAA, the estimated number of visitors to Moses Lake, and the estimated number of lodging rooms per night. In addition, Commission members would like to see a breakdown of total ticket sales for 2012 and a breakdown of the \$7,600 “Miscellaneous” expense listed. Ms. Doran-Martinez moved to send the application back to CBAA and request the missing information and breakdowns. Ms. Kirwan seconded the motion. Unanimously approved.

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 February for December sales was \$19,145.26, an increase of 10% from the same period of time last year.

Sales tax revenue posted in February for December sales was \$491,341.62, an increase of 3% from the same period of time last year.

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### Marketing Update – Bill Burke, Burke Marketing

Mr. Burke reported on advertising in the various travel directories and visitors guides. He also passed out the new poster of local wines, which has been distributed to the local wineries. A marching band called ‘The March 4<sup>th</sup> Marching Band’ will be performing on Saturday, August 3<sup>rd</sup>. The marching band’s performance is very unique, including acrobats, fire eaters, jugglers, etc. Ms. Holten reported that the Boys and Girls Club will be holding their marathon on the same weekend, so there will already be a lot of people in town for that. Ms. Holten will look into getting a flyer for the marching band included in the Boys and Girls Club marathon advertising.

### Director’s Report

#### *Sportsman’s Expo Trade Show –*

The Trade Show was a huge success, with a great deal of visitors to our booth. It appeared to be the biggest crowd ever at the show. The 2,000 visitors guides we took were all handed out, as well as most of the other informational material we had on exhibit.

#### *Grant County Tourism Board Meeting –*

Significant discussion held regarding House Bill 1253 which was just passed in March, and Senate Bill 5262 which will be voted on soon and may amend aspects of the hotel/motel lodging tax, specifically the Sunset Clause of the original bill related to funding of non-profit organizational expenses. Discussion also involved issue of the importance of day-use visitors to our community and how they are just as vital as overnight visitors. Mr. Grigg will email the Commission members both bills for their review and the senatorial contact information. Ms. Teals requested that we add Grant County Tourism Board Meeting highlights to our monthly agenda.

#### *Ice Rink –*

The ice rink has been closed for the season. We are just beginning the transition to the hard surface for roller skating.

#### *Pool Resurfacing –*

The maintenance personnel have ordered the resurfacing material for the pool and are in the process of prepping the pool for the application of the treatment. Brief discussion held regarding the complexity and precision required for the resurfacing treatment, and the durability of the material. The City of Quincy used this same material for their resurfacing, with great results.

#### *BMX Track –*

The 2013 racing schedule includes approximately 30 race dates. There will again be a big double-point race with people camping over the weekend. The camping has already been approved by City Council. We also look forward to the RC Track continuing to grow in use and popularity this year. The RC Track is located adjacent to the BMX Track.

#### *2013 Election of Officers –*

Ms. Shuford moved to keep current officers for 2013. Ms. Doran-Martinez seconded motion. Passed unanimously.

### Commission Questions and Comments

Ms. Holten asked about the roller rink floor material. Mr. Grigg explained that the roller rink surface is concrete.

Ms. Doran-Martinez commented that she did a 30-minute radio interview on American Christian Network that aired this past Sunday. The segment was called “Eye on Moses Lake”. She has received a lot of favorable feedback from listeners.

### Adjournment

Ms. Garmon moved to adjourn. Seconded by Ms. Perry. Meeting adjourned at 7:55p.m.