

**MOSES LAKE TOURISM COMMISSION MINUTES**

**JANUARY 15, 2014**

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

2014												
Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	X											
Doran-Martinez	X											
Perry	X											
Teals	X											
Shuford	X											

X=Present E=Excused Absence C=Meeting Cancelled 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

Mayor Dick Deane present.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of October 16, 2013, be approved as submitted. Seconded by Ms. Perry and passed unanimously.

Correspondence/Communications

None.

Grant County Tourism Commission – Report

Mr. Grigg gave highlights of the Grant County Tourism Commission meeting held today. Most of the meeting was spent on a conference call with the new director of WTA (Washington Tourism Alliance). Grant County Tourism Commission is a partnering sponsor of that organization. Brief discussion held about WTA.

The Washington Sportsman’s Exposition will be held next week, January 22-26, in Puyallup, Washington. Both Grant County Tourism Commission and Moses Lake Tourism Commission have booths set up at the Expo.

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 December for October sales was \$41,957.82, an increase of 17% from the same period of time last year.

Sales tax revenue posted in December for October sales was \$441,278.01, an increase of 9% from the same period of time last year.

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### Marketing Update – Bill Burke, Burke Marketing

Mr. Burke was unable to attend but did provide the current working budget. Mr. Grigg also handed out the current Grant County Visitors Guide and samples of the items and brochures that will be distributed at the Sportsman's Expo. Brief discussion held regarding the working budget, the Museum and Art Center Holiday Show, the Summer Concert Series and the Blue Grass Festival.

### Director's Report

Mr. Grigg handed out a comparison of the 2012 and 2013 net gains and losses for Surf 'n Slide. We suffered a loss of \$186,559.70 in 2013. We anticipated being in the red due to the \$150,000 expected non-routine maintenance expenses. Surf 'n Slide is now 20 years old and we are beginning to experience the costs of maintaining a facility of that age. We also lost about \$36,000 in revenue due to the Moses Lake School District unexpectedly cancelling their school fun day visits to the pool. Other contributing factors include having to close the pool for a few days due to the main pumps failing, the poor weather during the month of June and the days we had to close early due to the lack of patrons. We were down approximately 25,000 patrons in 2013. The City Manager wants to give it one more year before determining whether or not we need to raise admission prices. We already knew it would take two years to recover the costs from the extensive maintenance expenses incurred in 2013. We did another zip code survey of patrons to the pool this year and will focus our marketing based on the results of that survey. Significant discussion held. If the School District implements the year-round school schedule they are contemplating we may lose approximately 75% of our seasonal staff, which will significantly affect how we operate our facilities.

At last night's City Council meeting the new Roller Derby team in town received authorization from the Council to hold their first competitive bout at the Larson Recreation Center Roller Rink this summer. Brief discussion held.

Brief discussion held about the Lodging Tax Advisory Committee being required to approve tourism grant money requests now instead of the Tourism Commission. The City Manager has expressed the importance of the Tourism Commission and how vital they are to the City and the community. Brief discussion held about how tourism money requests are going to be handled by the Lodging Tax Advisory Committee.

### Ms. Moholt-Phillips' Report

Thank you to Ms. Teals and Ms. Perry for helping out at the Holiday Show. The Trails Planning Team Chairperson resigned, so that position is now open. The Museum and Art Center has two new shows that just opened. We have two youth hockey tournaments coming up soon - the weekend of January 24<sup>th</sup> and the weekend of January 31<sup>st</sup>, both lasting three days. The Parks and Recreation office is starting to get busy with the opening of Cascade Campground reservations and Special Event bookings for 2014.

### Commission Questions and Comments

Ms. Doran-Martinez suggested that we advertise all of our community assets and attributes in a publication that focuses on just Moses Lake and not all of Grant County. This advertising should come out of the Lodging Tax Committee funds. She also presented an idea she has been discussing with the Moses Lake Irrigation District regarding adding more water fountains in the lake. These will be an additional tourist attraction and will help to aerate the lake water. Brief discussion held. She will give the Commission more information as she gets it.

### Mayor Dick Deane's Report

Mayor Deane thanked the Commission on behalf of himself and the City Council and expressed his appreciation for all the hard work they do for the City and our community.

### Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Shuford. The meeting adjourned at 8:03 p.m.