

MOSES LAKE TOURISM COMMISSION MINUTES

MARCH 19, 2014

Members Present: Bev Shuford, Brenda Teals, Debbie Doran-Martinez and Lisa Garmon
 Members Absent: Mary Perry
 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	C	X									
Doran-Martinez	X	C	X									
Perry	X	C	E									
Teals	X	C	X									
Shuford	X	C	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 7:04 p.m.

Roll Call

All members present except Mary Perry, who is on vacation.

Introduction of Guests/Visitors

Mayor Dick Deane present.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of January 15, 2014, be approved as submitted. Seconded by Ms. Doran-Martinez and passed unanimously.

Correspondence/Communications

None.

Grant County Tourism Commission – Report

Mr. Grigg gave highlights of the Grant County Tourism Commission meeting held this morning. Topics discussed included additional trade shows we may start attending in the future, such as the Spokane Women’s Expo. Mr. Burke will be taking our advertising brochures around to various locations and attractions for distribution. We have received concerns about the art work “Grandfather Cuts Loose the Ponies” being full of graffiti and litter from kids partying there. We are looking at different possibilities for cleaning up and maintaining that structure, such as having a service club maintain it or even having one of the high school senior classes monitor it as part of their senior project. Quincy High School has a great senior project program that may work. The Grant County Tourism Commission also had a brief discussion about coordinating efforts between the Chambers of Commerce of our different communities.

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 \$28,737.22, an increase of 10% from the same period of time last year.

Sales tax revenue posted in February for December sales was \$537,941.54, an increase of 8% from the same period of time last year.

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Marketing Update – Bill Burke, Burke Marketing

Mr. Burke went over his 2014 Working Budget and explained the re-distribution of some of the items. He showed Commission members samples of a brochure and newspaper events page he's working on which will showcase our community's attractions. The Bluegrass Festival will be August 1st and 2nd this year instead of the last weekend of July. We have already hired three headliner performers and will have three additional bluegrass bands. Mr. Burke would like to provide a salmon barbeque this year instead of hamburgers as we've done in the past. He will look into the cost and feasibility to do this. Brief discussion held regarding possible performers for this year's Free Summer Concert Series.

Director's Report

City Council Staff Retreat –

Mr. Grigg reported on what it would cost from a Parks and Recreation perspective to annex the Larson Subdivision into City of Moses Lake proper. Also discussed was the failing lighting at Larson Playfield. Three of the five fields at Larson Playfield have lighting that was installed in the 1970's. Those three fields can no longer be used after dark because the lighting is either completely out or does not meet the required safety guidelines. Updating to new halogen lighting would be costly but would result in fewer fixtures being used on each field and better concentrated light on the fields. City Council is supportive of replacing the lighting and will review the matter further. Brief discussion held about how the failed lighting is impacting the night tournaments.

WTA (Washington Tourism Alliance) Update –

The Legislature passed a Study Bill to study the viability of funding options for WTA. WTA has a new executive director, but they have very little money in the way of resources. It used to be a State office but is no longer funded by the State. Brief discussion held.

Lodging Tax Advisory Committee –

The Lodging Tax Advisory Committee will be meeting tomorrow to review the 2014 applications for lodging tax funds. Brief discussion held regarding the requests and new deadlines.

Ms. Moholt-Phillips' Report

We will have a total of 19 softball/baseball tournaments this year for both the youth and men's leagues. The BMX season will run from the end of March through October. Richard Teals and Joe Rogers are the new co-chairs of the Trails Planning Team (TPT). Members of TPT will be attending the Walkable Washington symposium in Seattle because TPT has been nominated for an award and is celebrating their 10-year anniversary this year. The Museum is showing a movie on Friday called "Cement Suitcase" and the "Radical Rick Extreme Science" presentation will be on Saturday.

Mayor Dick Deane

Mayor Deane expressed his appreciation for what Mr. Burke shared and stated that he would like Mr. Burke to present the same information to City Council. He expressed how important tourism is and how greatly it affects the quality of life of our community. Brief discussion held regarding KHQ interviewing Jon Lane, the possibility of a new hotel coming to town, the need for lighting at Kvamme Soccer Field and the Parks and Recreation Program Brochure.

Commission Questions and Comments

Ms. Doran-Martinez asked if the updated lodging tax fund application showing the new deadline is online. Mr. Grigg confirmed it has been online for some time now. Mr. Grigg reported that Parks and Recreation staff and Mr. Burke are having marketing meetings when Mr. Burke is in town. The second meeting was held today and was very productive.

Adjournment

Ms. Doran-Martinez moved to adjourn. Seconded by Ms. Shuford. The meeting adjourned at 8:01 p.m.