

MOSES LAKE TOURISM COMMISSION MINUTES

MAY 21, 2014

Members Present: Bev Shuford, Brenda Teals, Lisa Garmon and Mary Perry
 Members Absent: Debbie Doran-Martinez
 Staff Present: Spencer Grigg and Kerri Smoot
 Guests Present: Mayor Dick Deane

2014

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Garmon	X	C	X	C	X							
Doran-Martinez	X	C	X	C	E							
Perry	X	C	E	C	X							
Teals	X	C	X	C	X							
Shuford	X	C	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 7:00 p.m.

Roll Call

Ms. Doran-Martinez is out of town this week.

Introduction of Guests/Visitors

Mayor Dick Deane showed up after the meeting started.

Approval of Minutes of Prior Meeting

Ms. Shuford moved the minutes of March 19, 2014, be approved as submitted. Seconded by Ms. Garmon and passed. Ms. Perry abstained from vote because she was on vacation in March and was not present at that meeting.

Correspondence/Communications

None.

Grant County Tourism Commission – Report

Commission members discussed the importance of each member regularly updating their district’s Facebook page. Mr. Grigg updates the page weekly with upcoming events. Mr. Grigg explained to members how people can “Like” a page and receive notices of any updates made to that page. The Parks & Recreation Facebook page has definitely helped increase program attendance. You can also buy advertising on Facebook, such as the advertising done for the Surf ‘n Slide season pass deadline. That advertising resulted in a big increase in season pass sales. The Facebook page for Grant County Tourism can be found by searching for “Grant County, Washington” on Facebook.

Marketing Update – Bill Burke, Burke Marketing

Mr. Burke highlighted the various venues we are advertising in. The new advertising brochure for Moses Lake has been written and is now being edited for copy. A local graphic designer is doing the artwork for the brochure, and a professional photographer will be in town this weekend taking pictures for the brochure. All kiosks will be changed out tomorrow to reflect our upcoming events. Mr. Burke handed out posters for the Five Suns Bluegrass Festival, Free Summer Concert and Movie Series, and Grant County Solar Powered Vacations. Mr. Burke expressed his appreciation for Ms. Moholt-Phillips and her work raising sponsorship money for this year’s concert and movie series. There will be a salmon feed at the Bluegrass Festival this year. Brief discussion held regarding this year’s concert series entertainment.

Transient Rental Income/Sales Tax Revenue – Report

Commissioners received copies of the Transient Rental Income and Sales Tax Revenue reports for review and discussion.

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Transient rental income posted in April for February sales was \$31,468.50, an increase of 7% from the same period of time last year.

Sales tax revenue posted in April for February sales was \$402,265.84, an increase of 11% from the same period of time last year.

Director's Report

Heron Bluff Trail Project –

The City Council voted last week to move forward with the Heron Bluff Trail project. Brief discussion held. The project will go back to City Council next week with a request for authorization to go to bids. If City Council passes that, then the bids that come in will need Council approval as well.

Surf 'n Slide Update –

The paint job has been repaired and the pool will be opening soon. The Water Park is 20 years old this year. Due to its age, we have had some expensive maintenance expenses recently. However, it is in very good condition and very well maintained. Mr. Grigg touched on how the Affordable Care Act is going to impact the number of hours our temporary employees can work this year, and the substantial fines the government is going to impose if an employee goes over the hours they are allowed to work.

Commission Questions and Comments

Brief discussion held regarding why Tourism Lodging Tax fund requests are now processed by the Lodging Tax Advisory Committee and not the Tourism Commission.

Mayor Deane asked Mr. Burke about our advertising in the Spokane newspaper. He also expressed his desire for our community to be friendly. Mayor Deane will be making a welcome speech to Old Time Fiddlers on July 14th at Frontier Middle School. He also gave highlights of his recent meeting with Governor Jay Inslee and others. He expressed his appreciation to Commission members for the hard work they do for our community. He expressed that he feels the Water Park has contributed to the safety of our children because they now have a safe place to swim and are not swimming in the irrigation canals. Mr. Grigg pointed out that the ice rink has also given kids a safe place to skate so they aren't on the frozen lake.

Ms. Perry asked about the history of the Blue Heron Bluff Trail project because she has heard that the opponents from Cove West are saying they were not given notice of the trail. Mr. Grigg explained that from what he understands, back in 2005 when the Heron Bluff neighborhood went through the platting process, they met with the Cove West Homeowners Association and discussed the trail project. The minutes from past meetings clearly indicate that Cove West understood about the existing trailhead, and a member of the Homeowners Association even commented that the trailhead needed to be wider so bike riders on the trail had plenty of room. It appears that the Cove West Homeowners Association clearly knew about the trailhead and future trail project, even though they are now concerned that the trail is going to bring undesirable people into their neighborhood. Significant discussion held.

Ms. Perry also commented on the monies allocated to MLIRD, and expressed her appreciation to Judy Warnick for being instrumental in getting those funds.

Ms. Teals and the other Commission members congratulated Ms. Perry on her election to the MLIRD Board.

Adjournment

Ms. Perry moved to adjourn. Seconded by Ms. Shuford. The meeting adjourned at 7:55 p.m.