

MOSES LAKE TOURISM COMMISSION MINUTES

JUNE 16, 2010

Members Present: Brenda Teals, Bev Shuford, Troy Duzon, Debbie Doran-Martinez, Mary Perry and Scotty Tymczyszyn
 Members Absent: Christine Ritchie
 Staff Present: Spencer Grigg, Lori Moholt-Phillips and Diana McKinsey
 Guests Present: Bill Burke, Burke Marketing

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Duzon	E	X	O	E	X	X						
Doran-Martinez	X	X	X	X	X	X						
Perry	X	X	X	X	E	X						
Ritchie	X	X	X	X	E	E						
Teals	X	X	E	X	X	X						
Shuford	X	X	X	E	X	X						
Tymczyszyn	V	V	V	V	V	X						

E=Excused Absence C=Meeting Canceled V=Vacant

Call Meeting to Order

The regular meeting was called to order by Chair Brenda Teals at 7:02 p.m.

Introduction of New Commissioners – Scotty Tymczyszyn

Mrs. Teals welcomed Scotty Tymczyszyn to the commission.

Roll Call

Christine Ritchie – Excused

Introduction of Guests/Visitors

None

Approval of Minutes of Prior Meeting

Mrs. Perry noted that the May minutes needed to be corrected to show her absence.

Mrs. Shuford moved the minutes of May 19, 2010 be approved as corrected. Seconded by Mrs. Doran-Martinez and passed unanimously.

Correspondence/Communications

None

Mrs. Doran-Martinez reminded commissioners that they had tabled her request from the Chamber of Commerce due to a lack of quorum as she had abstained from voting. The Chamber had requested \$2,000 for tourism information to be placed in the Moses Lake Visitor Information Kiosks.

Mr. Grigg cautioned the commission, explaining that the finance director recently informed him that tourism funds are in deficit. The city paid down some construction debts for the Surf ‘n Slide Water Park last year, and until the fund is in a positive state a moratorium has been placed on funding requests.

Mrs. Doran-Martinez stated she did not mind holding her request, as they received funds from Grant County Tourism that would take them through July. She requested to be first in line when funds become available.

After considerable discussion, the consensus of the commission was to recommend council approve the request from the Chamber of Commerce as soon as funds are available.

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Action Taken

Mr. Duzon moved to recommend City Council approve the Chamber of Commerce's request for \$2,000 for kiosk materials as soon as funds are available. Seconded by Mrs. Shuford and passed unanimously with Mrs. Doran-Martinez abstaining.

Web Site - Traffic Report -

Commissioners received copies of the web site traffic report for the period of June 1 – June 16, 2010 for review and discussion.

Mr. Grigg reviewed the web site traffic report with the commission. The report showed 3,124 unique visitors, 3,690 visits, 11,997 page views, 106,047 hits and a bandwidth usage of 356.95 megabytes for the partial month of June 2010.

There was some discussion.

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 May for March sales was \$40,994.90, a decrease of 18% from the same period of time last year.

Commissioners noted the city started the year with a 49% decrease in rental income and that it has steadily improved as the year progressed.

Sales tax revenue posted in May for March sales was \$402,951.97, a decrease of 9% compared to the same time period as last year.

Discussion centered around various new business opportunities that may have a positive impact on the city's sales tax income.

2010 Marketing Update – Bill Burke, Burke Marketing

Commissioners received copies of the *2010 Moses Lake Tourism Working Budget*, various ads, posters and event calendars for review and discussion.

Mr. Burke explained that he has worked in cooperation with Grant County Tourism in order to get a better rate for radio, TV, magazine and newspaper advertisements. Grant County approved \$35,000 for images to promote Grant County and the Moses Lake Water Park is one of the images. He has had great success putting the Wine Fest together with eight local wineries participating. The concert series is in a good position with all the logistical needs being met and advertising in place. He is focusing on the water park and has received great media support.

The INT Wakeboard and Water Ski Festival will take place July 17-18 along Neppel Park. Mrs. Doran-Martinez stated that the organization putting on the event wants to work with local businesses and vendors and would like to make this an annual event.

Mr. Grigg reported that the Moses Lake Water Park will host a Flowrider Competition on June 26th. Flowrider contacted the city and asked us to help them out as Silver Mountain had pulled out of the Flowrider Tour at the last minute. Some contestants had purchased airline tickets and were scheduled to fly into Spokane to travel to the event. As an incentive to host the event with such short notice, the city received the event at a reduced cost and have the first right of refusal next year. There will be national and local flow boarders competing in the amateur and expert divisions.

Mrs. Teals commented that one of the city's strong points was being able to take advantage of opportunities as they arise.

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Commissioners discussed the two new events and felt they fit in well with DDI's suggestions.

Director's Report

Commissioners were encouraged to attend the EDC's web meeting July 1st from 8:00 a.m. to 10:00 a.m. in the Harden Room at Big Bend Community College. Mrs. Doran-Martinez explained that a professor at Eastern Washington University received a grant to create a website for rural counties to compare their areas to others in the state and nationally. They are looking for input on categories that have data that can be measured and compared.

Mr. Grigg shared posters for the Summer Concerts and Movies, the Blue Grass Festival, Grant County Event Calendar and a cartoon rendition of Grant County. All posters are available for distribution.

Mrs. Moholt-Phillips reported on upcoming events: American Journey in Song at the Museum and Art Center, the MAC is now open on Mondays and there is an ASA State Softball Tournament scheduled for July 9-11.

Mrs. Moholt-Phillips stated that the Surf 'n Slide's School Play Days are over and were very successful. The Family Tri put on by BuDu Racing had about 380 participants, most of who were from out of the area. Mr. Grigg commented that since BuDu Racing took over the Fun Run, participation has increased rapidly, with over 500 registered this year.

Mr. Grigg reported that the Fishing Kids Event went well. The numbers were down due to a transition in sponsors and funding struggles, but they met their goal of 500 participants.

Commission Questions/Comments

Mrs. Doran-Martinez stated she has done research on the Smith Travel report which discusses occupancies and demands on hotels to see if there is something that would be of interest to Moses Lake and Grant County. She stated she would bring additional information to the next commission meeting.

Adjournment

Mrs. Teals adjourned the meeting at 8:02 p.m.