

MOSES LAKE TOURISM COMMISSION MINUTES

JULY 21, 2010

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

Name	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Duzon	E	X	O	E	X	X	X					
Doran-Martinez	X	X	X	X	X	X	X					
Perry	X	X	X	X	E	X	E					
Ritchie	X	X	X	X	E	E	E					
Teals	X	X	E	X	X	X	X					
Shuford	X	X	X	E	X	X	X					
Tymczyszyn	V	V	V	V	V	X	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 7:01 p.m.

Roll Call

Christine Ritchie – Excused
 Mary Perry - Excused

Introduction of Guests/Visitors

Mr. Tymczyszyn introduced his family visiting from Beijing.

Approval of Minutes of Prior Meeting

Mrs. Shuford moved the minutes of June 16, 2010 be approved as submitted. Seconded by Mrs. Doran-Martinez and passed unanimously.

Correspondence/Communications

RCO Grant Letters of Support – Mr. Grigg stated that the Parks & Recreation Department was applying for RCO monies to develop a neighborhood park in Lower Peninsula. Staff is requesting the commission’s support in pursuing the grant for the development of Lower Peninsula Park. Considerable growth in housing and the addition of an elementary school has placed an even greater demand for a recreation site in the area. Lower Peninsula Park has a total of 22 acres. Three acres have been developed with a boat launch, parking and restrooms. The city would like to develop the remaining area into a neighborhood or even regional park.

Commissioner’s reviewed a printout of the draft power point presentation that will go to RCO.

After some discussion, it was the consensus of the commission to write a letter in support of Parks and Recreation’s efforts to apply for a RCO Grant to develop Lower Peninsula Park.

Action Taken

Mrs. Shuford moved to approve the request to send a letter supporting the Parks and Recreation Department’s efforts to apply for a RCO Grant to develop Lower Peninsula Park. Seconded by Mr. Duzon, and passed unanimously.

Web Site - Traffic Report -

Commissioners received copies of the web site traffic report for the period of July 1 – July 21, 2010 for review and discussion.

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Mr. Grigg reviewed the web site traffic report with the commission. The report showed 5,407 unique visitors, 6,555 visits, 20,736 page views, 178,448 hits and a bandwidth usage of 605.29 megabytes for the partial month of July 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 June for April sales was \$37,657.72, a decrease of 22% from the same period of time last year.

Mr. Grigg reminded commissioners that 2009 transient rental was unusually high based on construction and economic development in the area.

Sales tax revenue posted in June for April sales was \$384,565.04, a decrease of 9% compared to the same time period as last year.

There was some discussion.

2010 Marketing Update – Bill Burke, Burke Marketing

Mr. Burke was unable to attend due to a conflict with the Pig Out in McCosh Park that begins this Friday, July 23rd.

Mr. Grigg shared several publications with articles and/or ads for Moses Lake. The July *Tri-Cities Area Journal of Business* had a Grant County Tourism ad featuring the Surf 'n Slide Water Park, the July *Venue Magazine* had a full page ad for the Moses Lake Summer Events and Concert Schedule, Grant County Tourism had an ad in the June *Sunset Magazine* promoting vacationing in Grant County, the July/August *Northwest Fly Fishing Magazine* had an ad and an article, Moses Lake, WA Fireworks and Feisty Fish, that gives telephone numbers and website information and there is an article in the July/August *Outdoors Nw Magazine* on Hiking and Biking from I-90 mentioning the Surf 'n Slide Water Park, Moses Lake water trails and the trails system. Mr. Grigg noted that this is just a sample of what is circulating out there directing visitors to our community.

Discussion centered around the lack of information on Washington State parks and the need for an information center when entering Washington from Idaho and Oregon.

Mrs. Teals inquired as to the status of the proposed campground at Blue Heron Park. Mr. Grigg explained that the city is focusing on the construction of the new museum and city hall expansion. The campground project is still alive and would be constructed in phases at a later date when funding is available.

Mrs. Doran-Martinez stated the Chamber of Commerce receives a number of requests for cabins on the lake.

There was some discussion.

Director's Report

Mr. Grigg reported the Wake Fest that took place July 16th-18th along Neppel Landing was a positive event. There were no safety issues or incidents that we are aware of. Staff will contact promoters to hear how they felt the event went.

Discussion centered around the need for additional advertising for future Wake Fest events, but commented that for the first time the event was held in the city it seemed like it went well and it looked good.

Mrs. Teals commented that the Farmers Market seems to be booming in its new location in McCosh Park. Mr. Grigg

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reported that the Farmers Market representative contacted him stating they want to ask City Council permission to move Wednesday's market to McCosh Park.

The Flow Rider Competition held at the Surf 'n Slide Water Park went off nicely. The city was given the opportunity to host the meet at the last minute due to a late cancellation in North Idaho, and have a verbal commitment to be a part of the Flow Tour next year. Even with the late notice, participation was good and there was a large spectator crowd. Staff feels that with time to promote the event properly the event will grow.

The 5 Suns Bluegrass Festival begins Friday, July 30th, and it could be the biggest event in Grant County.

This is the first year the Surf 'n slide Water Park Surf Shop has shown a profit. Tom Los, Recreation/Aquatic Supervisor, has retooled the inventory and has stocked a variety of items that are more affordable.

The public can access streaming web cast of either the city hall construction or the flowrider on ci.moses-lake.wa.us, mlrec.com, or moses-lake.com.

Mrs. Moholt-Phillips reported that there were 350 swimmers who participated in the Swim Meet July 16-18, 2010, of the 350 swimmers, only about 22 were locals, with the remainder traveling from other communities. The July 16th weekend also hosted a Girls State Tournament, a Cal Ripken State Tournament and Men's Softball Tournament that brought in numerous visitors to Moses Lake. The Museum and Art Center had a successful opening on Friday, the MAC gift shop has seen a change in inventory, and as a result sales have soared, and the Museum has a large offering of art and craft classes.

Commission Questions/Comments

None

Adjournment

Mrs. Shuford moved to adjourn, seconded by Mr. Duzon. The meeting adjourned at 7:46 p.m.