1. 9:30 A.M.  TOURISM COMMISSION MONTHLY MEETING
   Documents:
   
   TOURISM AGENDA 01-19-2022.PDF

2. 9:30 A.M.  Tourism Commission Minutes From December 2021
   Documents:
   
   12-15-2021 TOURISM COMMISSION MEETING MINUTES.PDF
Tourism Commission

Monthly Meeting Agenda:

Wednesday, January 19th, 2022, at 9:30 a.m.
Via WebEx / Teleconference & In-Person
@ Grant County Courthouse, Room #101

Event address for public attendees: https://grantcowa.webex.com/grantcowa/onstage/g.php?MTID=e6fb3e5b86f2b7e84b99f87087dcac538
Event number: 2483 978 3597
Event password: TOURGC

1. Meeting rules/formalities
2. Introductions / Guest
3. Review & Approve Agenda
4. Approval of December 2021 minutes
5. Finance Review
   a. 2021 Expense/Revenue Update
6. GCHD/Watershed Update
7. Marketing Update
8. Publisher Update
9. Clerk Update
10. General Issues/Good of the Order
11. Adjourn
Grant County Tourism Commission

Meeting Minutes

December 15, 2021

The Tourism Commission meeting was called to order by Bev Shuford at 9:32 am via webex and in person.

Attendance:

Tourism Commission: District 1: Shawn Cardwell, Goldye Moyer
District 2: Bev Shuford, Spencer Grigg
District 3: Marilyn Meseberg, Lars Leland, Sandra Marcusen
Absent: Corinne Isaak (1), Amanda Laramore (2)
Guests: Bill Burke, Jerry Gingrich, Brittany Lutz, Charlie Jenkins, Lynne Lynch

Approval of Minutes: The minutes from November 2021 were reviewed. Motion to approve the minutes by Shawn, second by Spencer. Minutes were approved unanimously.

Budget Report: Marilyn reports the budget is in excellent shape nearing the end of 2021. Bev did discuss with the board and attendees that it should be anticipated that the 2022 budget be reduced by $44,000 pending the outcome of the LTAC Grant. To accomplish this, it was discussed that they would reduce the Bill Burke Media budget $9,000, table any Kiosk Updates and Maintenance for the 2022 for a savings of $35,000 for a total of $44,000.00. Motion to approve updated budget was made by Goldye with a second from Sandra. Invoices were submitted from Burke Marketing for following:

- December Monthly Billing: $5,740.60
- December Invoice #2: $250.00

Motion to approve invoices as submitted by Spencer, second by Sandra. Motion passed unanimously.

LTAC Grant Application Update: It was discussed that the LTAC must reconvene with a new set up members that are appropriate to the RCW and laws. The new LTAC committee will then review all the original applications and recommendations made by the previous LTAC board and vote on how to move forward.

Blue/Green Algae: Ron was present this month via Webex. He discussed that unfortunately, the lake study on Moses Lake is not moving forward due to lack of funding from the LTAC Committee but the Water Monitoring project is hopefully still going to take place pending additional outside funding. Ron also shared that he will no longer be able to serve on the Tourism Commission due to a conflict of interest and will be leaving the board within the next 1-2 months.

Bill Burke:
Invoices: Bill provided December 2021 invoices for payment – budget report above.
Budget: Bill provided the Marketing Directors budget updated as of December 1, 2021. Budget looks good and we are at end of year.
Artist: Bill reached out to the artist we usually use for our artwork, Don Nutt and purchased 3 art images.
**Eastern WA Travel Planner:** Bill provided a copy of the planner for members to review (not included were accommodation pages). He asked that if there are any changes to be made to make sure he is notified by Friday as that is the deadline. One of the images purchased from Don Nutt will be the cover page.

**WA Visitor Guide:** We will be getting a full-page ad in the Washington Visitor Guide. Members voted on the image that they wanted to use in the ad. It was decided that the Rodeo (horse) image will be used.

**Trade Shows:** Trade shows will be coming up starting in January 2022. We are scheduled to attend four in Puyallup, Seattle, Tri-Cities and Spokane. Bill is still looking for help for the shows so if interested please reach out to him with a show date and time you’d be available to work. Bill also stated there is approximately $30,000 set aside in the budget for staff and materials. Posters and bags will be handed out during the trade shows this year. Bill also reminded members that to attend the trade shows they are requiring vaccinations and proof of vaccinations.

**Social Media:** Receiving monthly updates and Facebook reports continue to provide very positive feedback. Triple 9 suggested increasing the subscription term to 12 months instead of 6 months which is what was done this last year. It was discussed; but suggested that due to the unknown of the budget to just continue with a 6 month subscription term and re-evaluate in the middle of the year.

**Booklets:** Fishing and RV booklets are being reprinted presently with 5,000 each. Trails booklets and coloring books will be reprinted in January 2022.

**Mission Statement/Bylaws:** The reviewed the mission statement as well as the bylaws were reviewed and updated to reflect “background in tourism” verbiage. Titles were also updated to reflect taking out the word “secretary” in the “Secretary/Treasurer” position. Motion to approve new mission statement and updated bylaws by Marilyn with a second by Spencer.

**Members:** Goldye Moyer put in her resignation as of 12/31/2021 but will remain on the LTAC commission. Lars recommended Susan Parker as his replacement for his district.

**Thank You’s:** Commissioner’s and members of the Tourism Commission presented Spencer as well as Lars Leland appreciation letters and Commissioner’s Coins for their active role on the Tourism Commission Board.

**Old Items:**
- All meetings, for the foreseeable future, will be conducted via in-person and teleconference option. Number & times to be provided.

Meeting was adjourned at 11:24 a.m.

**The Next Tourism Commission Meeting is:**
- **Grant County Courthouse, Room #101**
- **Wednesday, January 19th, 2022**
- **9:30am**
- **In-Person & WEBEX!**