1. 9:30 A.M.  Tourism Commission Agenda For February 16, 2022

Documents:

   TOURISM AGENDA 02-16-2022.PDF

2. Tourism Commission Minutes From January 2022

Documents:

   1-19-2022 TOURISM COMMISSION MEETING MINUTES.PDF

3. 9:30 A.M.  Tourism Commission Invoices

Documents:

   NW WEEKEND GETAWAYS 1.24.2022.PDF
   TOURISM MAIL INVOICE 2.1.2022.PDF
TOURISM COMMISSION

Monthly Meeting Agenda:

Wednesday, February 16th, 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=eca2ac2753f674119c96d2c47222385ef
Event number: 2488 025 1370
Event password: TOUR-22

1. Meeting rules/formalities          Amanda
2. Introductions / Guest            Amanda
3. Review & Approve Agenda          All
4. Approval of January 2022 minutes All
5. Finance Review
   • Financial Update/Approval of Invoices Bev
6. GCHD/Watershed Update        Ron S.
7. Marketing Update                Bill B.
8. Publisher Update                Harry
9. Clerk Update
   • Correspondence                Jerry/Brittany
10. New Business:                  Shawn
    • Other Grant Applications
11. General Issues/Good of the Order All
12. Adjourn                          Amanda

Next Meeting: March 16th, 2022, 9:30am
@ Grant County Courthouse, Room #101
35 C Street NW
Ephrata, WA 98823
Grant County Tourism Commission

Meeting Minutes

January 19, 2022

The Tourism Commission meeting was called to order by Amanda at 9:30 am via webex and in person.

Attendance:

Tourism Commission: District 1: Shawn Cardwell, Corrine Isaak
District 2: Bev Shurford, Amanda Laramore, Lynne Lynch
District 3: Susan Parker, Sandra Marcusen
Guests: Bill Burke, Jerry Gingrich, Brittany Lutz, Harry Hayter, Lars Leland, Pam Thorsen

Approval of Minutes: The minutes from December 2021 were reviewed. Motion to approve the minutes by Corrine, second by Lynne. Minutes were approved unanimously.

Budget Report: Marilyn was not in attendance at the meeting to provide an overall budget report. Budget discussion was tabled until the next meeting when reports could be provided.

Blue/Green Algae: Ron was not present during the meeting to provide update. Bill did state that due to weather conditions; the window was missed to place the remaining 5 algae signs so this will happen in the spring when weather improves.

Bill Burke:

Invoices: Bill provided January billing for payment and shared its larger than usual due to cutting back to one billing in January opposed to splitting it into two as he has done in previous years. January and February billings are usually larger because this is when all the materials are bought for the year.

Approval of Invoices: Corrine motioned to approve billings, seconded by Lynne.

Eastern WA Travel Planner: Harry did a great job on the planner and that has been ordered and is ready to be distributed.

Publications: Bill provided an update on publications that are to take place for the 2022 marketing year to visitor guides such as Quincy Valley Recreation Guide, and local newspapers.

Social Media: Bill confirmed that we will be working with Triple 9 Digital out of Spokane again for the 2022 year and he has recently provided them with more materials to use for marketing.

Brochures: Bill stated they have just printed the new golf/winery/microbrew/craft beer brochure that will be distributed as well as the new camping/rv book, and fishing book.
Trade Shows: 4 Trade shows are scheduled. Bill shared that he has ordered enough brochures, coloring book and crayons, shopping bags, summer campaign posters etc. in stock and ready to be handed out at the first two trade shows and will replenish as needed for the last two shows. Bill reported that he will be checking with water parks before he prints a water park card to distribute at trade shows. Shared that they are taking precautions for Covid for workers attending the shows such as masks, testing and sneeze guards. Bill also reminded members that if they would like to participate or attend the shows to reach out and he will help coordinate tickets etc.

Certified Folder Distribution: 70K travel planners to be distributed along the 1-5 corridor, Central WA, Spokane, Northern Idaho. Books will be available in about 390 locations.

Questions for Bill: Amanda asked for clarification on how many blue algae signs are in total: 15 total- 10 installed 5 remaining.
Lynne asked Bill if she could get an electronic copy of the signs: Bill stated he would provide her that via e-mail. Shawn inquired about a new brochure/book being printed in the future based primarily on arts and cultural options in the area: Bill asked that he be provided a good time of year he could approach these organizations to get a list of events that he could build a publication. He stated that at the next round of budgets that would be a great time to add this publication in.

Clerk Information: Brittany – No Topics to discuss. Jerry did share that Charlie J. did put in application to replace Marilyn and it will be going before Commissioners to be approved on the next consent agenda. Jerry also shared that the approved LTAC Grant will be sent out to the public and if the Tourism group would like to increase their budget in the future, they would have to apply for another grant just as any other group would. Jerry also reminded the group that this is a reimbursement grant, that he would need to be provided with receipts and tear sheets to be reimbursed for expenses. LTAC will be applying for ARPA funding, if approved a new round of grants may be distributed April/May timeframe.

Treasurer Position: Proposal was made to the group for anyone interested in the position. Bev stated she would be interested in the position if no other candidates came forward. Lynne motioned to appoint Bev, seconded by Corrine.

New Member Introduction: Susan provided the group with a small introduction of herself and her interests in joining the Tourism Commission.

Misc. Items: Still one opening for District 1 available.

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

Meeting was adjourned at 10:10 a.m. by Amanda.

The Next Tourism Commission Meeting is:
- Grant County Courthouse, Room #101
- Wednesday, February 16th, 2022
- 9:30am
- In-Person & WEBEX!
January 24, 2022
Grant County Tourism
P.O. Box 37
Ephrata, WA 98823

INVOICE

[Attention: Grant County Tourism Committee]

Description: 2022 Eastern Washington Vacation & Travel Planner

Total Contract Fee for 105,000 Publications with 8 page fishing map insert

Total Cost: $ 130,000.00

Balance Due $130,000.00

Shipping and Handling $ 2,064.05

Sales Taxes $ 11,093.38

Total Due $143,157.43

Please make check to:

NW Weekendgetaways, LLC
3729 South Quincy Place
Kennewick, WA 99337

Cell 509-430-2577.

Thank You
## Grant County Communications

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***RETURN ONE COPY WITH REMITTANCE***

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