

Grant County Tourism Commission

Meeting Minutes

February 15, 2023

The Tourism Commission meeting was called to order by Shawn at 9:31 am in person.

Attendance:

Tourism Commission:	District 1:	Shawn Cardwell, Linda Bonneville, Rachelle Haven
	District 2:	Lynne Lynch, Arin Swinger
	District 3:	Sandra Marcusen, Susan Parker, Charlie Jenkins
	Absent:	Amanda Laramore
	Guests:	Bill Burke, Jerry Gingrich, Harry Hayter, Rob Miller-CBH

Introductions: Arin Swinger was introduced as the newest member of the Tourism Commission representing District 2.

Approval of Minutes: The minutes from January 2023 were reviewed. Motion to approve the minutes by Sandra, second by Lynne. Minutes were approved unanimously.

Watershed Council: Watershed council meeting is scheduled after the Tourism Commission meeting. No update given at this time.

Legislative Day: Discussion ensued regarding contacting elected officials at the state level to support tourism. District discussion was in-depth and there is a need for clarity on who belongs in what state district and how to support.

Payables: Payables were submitted for approval. The Commission reviewed all invoices provided by Burke Marketing and by the county.

Correspondence: Discussion revolved around current trends in planning vacations. Also discussed was the idea of an artwork contest in the future – the Commission will look into this. Also discussed was a social campaign at the local level – more to follow. Shawn will respond to Commissioner Carter’s ideas.

Bill Burke:

Bill provided February 2023 invoices for payment along with a monthly budget report. 89 listings were listed – 4 more than budgeted. We have a relationship with 999 (marketing) through February 2023. TV contracts will be provided later in the year. Trade show discussion was very productive. Shows were well attended, and Charlie did work in Puyallup. Charlie attested the show was incredibly busy and the booth looked great! The actual count was down just a little but the shows were incredible. Got into a “bag” war with Toyota at the Puyallup show. We may want to look at Portland as an additional show. The last show for 2023 will be in Spokane on February 24-26, 2023 and we could still use some help with staffing from the Commission. Remember that we cut the media buy by \$40,000 and that the TV ads for next year will be upcoming. Additionally, the booth itself will need some repairs in the next year or two. The sign panels have only been changed twice in 20 years or so. Definitely something that needs to be addressed in the future. Distribution of the travel planner is very effective. Roughly 75,000 went to certified folder which distributes statewide.

Old Items:

- All meetings, for the foreseeable future, will be conducted via in-person and teleconference option. Number & times to be provided.
- Tourism still needs to look for other grants.
- Jurassic Parliament – Roberts Rules of Order training is still being considered. More to follow.

New Items:

- Social Media Discussion – do we need to look for writers, bloggers, etc.
- Grand Coulee Dam area did a video for Tourism. Rachelle will distribute to the commission.
- Dennis Quaid TV Show – Tom Sedgewick from Grant PUD was recommended as a good person to nominate. Shawn asked that all ideas be emailed to her.
- Name tags – the commission would like name tags and provided direction to Jerry on what to order. Motion by Linda for nametags, seconded by Arin. Vote was 7-1 passing.

Meeting was adjourned at 10:47 a.m.

The Next Tourism Commission Meeting is:

- **Grant County Courthouse, Room #101**
- **Wednesday, March 15th, 2023**
- **9:30am**
- **In-Person & WEBEX!**