

Lincoln County Visitors and Convention Bureau
Davenport WA
July 16th, 2009

The Lincoln County Visitors and convention Bureau, a subcommittee of the Lincoln County EDC, held its first official meeting at the Lincoln County Commissioner's Chambers July 16th, 2009 from 1:00 p.m. to 3:00 p.m. Present were Ron Groff, Doug Plinski, Karen Robertson, Scott Hutsell and staff members Pam Kelley, Joyce Mings and Kirsti McWold.

The group discussed marketing the Lake Roosevelt area as a "Jewel in the Crown" of Lincoln County.

Karen Robertson suggested that there be a multi-faceted approach to the marketing. On top of an internet presence, it would be beneficial to do some print advertising also. Magazines like Sunset Magazine would go to a target audience. It is very expensive to advertise in this magazine, so perhaps it is feasible to have them do an article on the area. Other magazines such as Venue would be more affordable. Also information at RV parks could prove beneficial.

The group then tried to identify the marketable points of Lincoln County. The list is as follows.

- Central location to multiple recreation opportunities
- House boating
- RV Parks
- Fish in the morning and golf in the afternoon
- No tee time on the area golf courses
- Very little rain as compared to the west side
- Opportunities for off-road vehicles
- Excellent Bird Watching
- Lots of cemeteries that could attract birders, genealogists and historians
- Hunting opportunities
- Guided hunting and fishing
- Campgrounds

Some of the downfalls are

- Full campgrounds
- Too few places to park boat trailers
- BLM ground already crowded with hunters

- 7 Bays Home Owner's Association doesn't allow businesses in the area

Possible solution

- Opportunity for new businesses abound
- Get a list of landowners and their contact information and survey them to see if they would be open to leasing their land to hunters.
- Survey visitors at destination points on popular tourism days of the year (eg. 4th of July, Memorial Day, Labor Day, festival days in the towns) . Find out what draws them to Lincoln County and also what they don't like. (strengths and weaknesses of Lincoln County as a destination place)

The group realized that tourism needs the focused and sustained attention of a committee that meets regularly. It was decided to set tourism committee meetings before the each EDC Board meeting for a period of time. Scott Hutsell said he would ask the County Tourism Committee to research the RCW's and invite them to the next meeting to discuss exactly how the hotel/motel tax funds can be spent. It was agreed that the tourism committee is open to all EDC Board members and anyone else that is interested in promoting Lincoln County.

Suggested topics for next meeting:

- Define the Purpose of tourism committee
- Goals and Objectives of tourism committee
- Accounting procedures
- Current situation distribution of the maps

The meeting was set for August 20th at 1:00 p.m. at Davenport in the Commissioner's Chambers before the regular EDC Board meeting.