

**Wenatchee Valley Sports Council
Board of Director Meeting
Tuesday, May 11, 2010**

Attendance: Eric Granstrom, Trina Sanders, Caryl Morrell, Bruce Bennett, Ryan Baker, Pete Liske, Erik Bakke, Dave Graybill, Sally Brawley, Dan Kelly, Marco Azurdia and Ken Osborne.

Meeting was called to order by President Caryl Morrell at 12:00 pm. Minutes from the April 20th meeting were moved for approval by Pete Liske and seconded by Dave Graybill. Motion carried.

Old Business:

Olympic Day

Its official, we're having an US Olympic Day on Wednesday, June 23rd at Walla Walla Point Park. The paperwork has been filed with the Chelan County PUD and the US Olympic Committee. They're currently working on assisting us with an Olympic Athlete to be on site for the event. It will begin at 10am at the main picnic shelter with a ceremony, talk by the athlete and then 1 or 2-mile fun run/walk. There's no charge for admission and each participant will receive an official Certificate of Participation from the US Olympic Committee.

I'll need at least six volunteers to help run the event. Two at the check-in site, two at the one-mile turnaround and two at the two mile turnaround. We'll go to either Coke or Pepsi to get donations of refreshments and I'll see if I can wrangle up some ice cream treats for after.

Robertson Cup

A total of 20,489 people attended the six days of the Robertson Cup tournament at Town Toyota Center. That's an average daily attendance of 3,415, by far and away the highest attended championship tournament in the history of the NAHL. The estimated economic impact of the event is about \$300,000 in sports tourism and nearly \$500,000 overall.

Wenatchee took third, downing St. Louis in overtime Saturday 5-4. The surprise of the tournament was Fairbanks, who came in only because Wenatchee was the host team and another representative needed to come out of the West Division. The Ice Dogs went 3-1 in round robin play, only to lose 3-0 to Bismarck for the title game Sunday.

New Business:

Sprint Boat Future

A clerical tie-up prevented the paperwork to be filed in time with Douglas County for a conditional use permit to allow a Sprint Boat Race to take place in July. But the move is still on to have one in September on Labor Day weekend. Tonight, East Wenatchee City Council is considering whether to move forward with the event, or let it drop. East Wenatchee Event Board Director Dawn Collings is asking anyone with an interest in continuing the effort to get sprint boat racing to East Wenatchee is asked to attend the meeting tonight. It starts at 6pm.

AJGA Tournament at Wenatchee Golf & Country Club

The American Junior Golf Association will hold its annual tournament at the Wenatchee Golf and County Club August 9-12. It's the only AJGA event in Washington State and one of only 9 tournaments on the entire west coast.

The AJGA lost its sponsor (Sterling Savings Bank) this past year and is desperately seeking another. I believe title sponsorship is \$5,000. The money is used to put on the tournament, so any additional fees raised can go toward local youth golf programs. I know last year, the Wenatchee High and Eastmont High programs were beneficiaries.

Directors Report:

1st Quarter Report

The first quarter of 2010 proved to be a continuation of the downward trend in the final three months of the previous year in the world of sports tourism in the Wenatchee Valley. The quarter couldn't hold up to the 1st three months of 2009, when the Wenatchee Wild and events at Town Toyota Center buoyed the economy. But even though the overall numbers were down in the first quarter, a cooperative relationship between the Sports Council and other area marketing and tourism organizations proved to be an unbelievable experience for this Director. A 17-day trip to Vancouver, B.C. for the 2010 Winter Olympics was a personal highlight as well as professionally rewarding experience that will prove dividends for years to come.

Things always look different with a step back and alternate perspective. Such was the case for the first quarter of 2009. Last year's 31% increase in economic impact of sports tourism now seems more of an anomaly than a trend. The 22% decrease for the first quarter of 2010 compared to 2009 actually gets us back to where we were in 2008. So, yes, perspective is everything.

Speaking of which, the perspective on things will become much rosier as we step into the second quarter of 2010 with three brand new sports events occurring in the Wenatchee Valley. These will surely make up for the decrease in the first quarter and hopefully provide a harbinger of things to come for the rest of the year. Internally, the SC is also looking forward to a "new look" of its website, which is hoped to increase traffic and visibility for the Sports Council as we move forward.

O'Terry's

Eric sent out flyers to past participants in the O'Terry's Lads and Lasses co-ed softball tournament and has already received 9-registrations. The tournament will be August 21-22 this summer and has been capped it at 40-teams. Teams can register on-line through the Sports Foundation's website. There's also linked information about the tournament on the National Softball Association's national and Washington State websites.

Sports Council Website Redesign

Eric is working with Brad Fitzgerald of APT design on the redo of the Sports Council website. He took the brainstorming notes from an earlier board meeting and sat down with Brad to outline the new site. Here's the timeline they're working on...

Thursday, 13 May (2 days away) Brad Fitzgerald
Comments Design Concepts Done
Monday, 17 May (6 days away) Eric Granstrom
Comments Design Concept Picked, Revisions 1 Due
Wednesday, 19 May (8 days away) Brad Fitzgerald
Comments Revisions 1 Done
Thursday, 20 May (9 days away) Eric Granstrom
Comments Design Approval
Thursday, 20 May (9 days away) Brad Fitzgerald

Comments Development Begins
Thursday, 20 May (9 days away) Eric Granstrom
Comments All Content Due
Tuesday, 25 May (14 days away) Brad Fitzgerald
Comments Development Finishes
Thursday, 27 May (16 days away) Eric Granstrom
Comments Website Revisions Due
Tuesday, 1 June (21 days away) Brad Fitzgerald
Comments Website Revisions Done
Wednesday, 2 June (22 days away) Brad Fitzgerald
Comments Site Goes Live!

Eric could use a committee of SC board members who'd be willing to work with Brad and me on these milestones.

The next board meeting is June 8th, noon at Ohme Gardens, 3327 Ohme Rd., Wenatchee.

Erik B. moved to adjourn at 1:15, it was seconded by Pete L.. Motion carried.

Respectively submitted,
Eric Granstrom & Trina Sanders