

MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

January 15, 2013 – 1:30 p.m.

Little America Hotel – 2515 E. Butler Avenue



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

1. CALL TO ORDER

Chairman Hasapis called the meeting to order at 1:36 p.m.

ROLL CALL:

Jamey Hasapis, Chair, *present*
Dino Dullbson, *present*
Jean Hockman, *present*
Minesh Patel, *present*
Cynthia Nemeth, *absent*

Lori Pappas, *present*
Mark Price, Vice-Chair, *present*
Brent Schepper, *absent-excused*
Jeff Theiss, *present*

As a reminder, if you are carrying a cell phone, electronic pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

2. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

3. APPROVAL OF MINUTES

A. September 25, 2012 Minutes

MOTION:

Commissioner Hockman moved to approve the September 25, 2012 regular meeting. Commissioner Theiss seconded the motion; the motion passed unanimously.

B. November 20, 2012 Retreat Minutes

MOTION:

Commissioner Price moved to approve the November 20, 2012 Retreat meeting. Commissioner Patel seconded the motion; the motion passed unanimously.

4. NON-ACTION

A. Cynthia Nemeth

Commissioner Nemeth was not in attendance.

B. Update on Tourism Commission Appointments

Director Hansen noted that four applicants will go to the City Council for review and will be placed on the January 29, 2013 agenda. Commissioners Dullbison and Pappas were asked and have confirmed they are interested to be reappointed to a second term on the Commission.

5. ACTION

A. CVB Budget Review

Director Hansen reviewed the draft budget and noted the newest corrections to the budget:

MARKETING & PROMOTION		BASE	BASE	ONGOING	1X			
	MAINT-COMPUTER EQUIPMENT	12000	12000	2750				14750
8402-2205		42600	42600					42600
8402-2802	ADVERTISING	0	0	0				0
8402-2805	MEMBERSHIPS	590	590	0				590
	OTHER MISCELLANEOUS				6500			
8402-2011	SERVI	16820	16820	0	0			81820
8402-3806	NONLIBRARY PROMOTIONAL	960	960	960				1920
8402-3809	MATERIALS	12000	12000	0	0			12000
<u>PUBLIC RELATIONS</u>								
8404-3806	NONLIBRARY BOOKS & SUBSCR	8270	8270	0				8270
<u>MILLIGAN HOUSE</u>								
8407-2102	LIGHT & POWER MAIN BLDG &	2000	2000					2000
8407-2201	STRUCTURES	1500	1500	2000	3000			6500

Ms. Stacey Button explained that the City is at the entry level of the budget process.

Marketing:

Maintenance/Computer Equipment – Simpleview and Re-imaging project
 Copy/Printing – Re-imaging, updating materials, and Visitor Center Photos
 Non Library - Constant Contact for Public Relations

Sales:

Ongoing will be determined by requested additional Sales Specialist for next fiscal year. More discussion will be made and until the position is actually approved.

Public Relations:

No increases for Public Relations

Film:

No additions

Contractual:

Increase in utilities per Facilities Maintenance.

Visitor Center Budget:

General Administration:

- One time RSL (*Revised Service Level*) added \$ 7,500 for emergencies (for things that can't be predicted)
- \$ 3,500 added for one time – Deputy City Manager asked the Visitor Center to add a computer kiosk. This would allow visitors to view www.flagstaff365.com, print itineraries, etc. at the kiosk. This would be considered an enhanced service at the Visitor Center.
- \$15 Arizona Republic increase in subscription costs.
- Maintenance Building – increase in utilities
- \$ 6,000 revised service levels for Janitorial...
- Misc. Services – snow removal and landscape – increase for safety of visitors,
- 3850 – hard supplies/costs

Commissioner Pappas stated that the Public Relations budget is incredibly low. Director Hansen noted that the CVB has one person dedicated to Public Relations, Joanne Hudson who does an excellent job. Both Heather and Joanne feel comfortable with this budget.

Chair Hasapis asked commissioners about the Budget:

Commissioner Patel asked to have the increase in percentages, what is the increase and where the increase is being allocated. For example the Marketing is about 52% of the budget.

Chair Hasapis had asked for an increase in the advertising and sees the increase in Re-imaging. Director Hansen stated that there is a \$13,000 increase in advertising that doesn't show due to the entry procedures which was fixed by the accountant. The total is an \$118,000 increase for Marketing.

MOTION:

Commissioner Patel moved to approve the budget as is and to recommend it to City Council. Commissioner Pappas seconded the motion; the motion passed unanimously.

6. REPORTS

A. Director

Director Hansen updated the Commissioners with the following:

- Marketing Plan – will update, and review in June/July.

- Snowplay – staff distributed maps throughout Flagstaff, Spanish version is available
- Flagstaff Business News – Director Hansen was asked to write an article in this publication. The monthly articles will include the Economic Vitality Division as a whole and Tourism will be the first article in February.
- Flagstaff Lodging and Restaurant Association – The CVB purchased a table at their annual meeting on February 12, 2013. If you would like to attend please contact Ms. Hansen.
- Coconino County Tourism Statistics – at the November retreat Commissioners asked for this and the information was given via a one-page report.

Chair Hasapis asked what came of the Photographer Article regarding the Reimaging Presentation to the City Council. It was explained that the staff looked at quite a few portfolios from photographers and Mr. Kerrick's portfolio and experience was what the CVB was looking for. The CVB did also use local models for the photo shoots. The CVB has used photos from Jake Bacon, Arizona Daily Sun in the past. The City's purchasing threshold is \$10,000 which Mr. Kerrick's fees were under by his huge discount given to the CVB. The City welcomes anybody, photographers, writers, translators, etc. to stop by and/or email their type of services they offer to be on the City's procurement list.

Heidi explained that the staff will be looking for other images in the future and coming up with other ways to get the word out to the photographers.

B. Outside Agencies

Flagstaff Attractions: Michele Mountain reported on Flagstaff Attractions numbers.

Flagstaff Chamber: Julie Pastrick reported on "Branding by Controlling: What's Online" a course being offered by the Chamber. Last year was good, business is coming up slowly. Membership has been strong, and optimistic. They are currently working with City for Procurement Services for the Flagstaff area, a guide as to how to put your name in for these services. The Chamber's Annual meeting is scheduled for January 25, 2013.

Northern Arizona University – Georgette Vigil, Director of Alumni Relations is filling in for MJ McMahon. She mentioned that NAU has started a group named "It's our Town" with members from NAU, Business People, and Non-Profits. Their 5th meeting is scheduled for February 13, 2013 at 10 a.m. This group will be putting together a strategic plan and how they can present this to the public in order to have a good impact and work smarter to complement each other. If you are interested in joining this group please e-mail Ms. Vigil or Ms. McMahon.

Flagstaff Cultural Partners – J.T. put in an application to continue the downtown Friday night's program and continue to work with the Flagstaff DBA and Heritage Square Trust for summer programs. J.T. also noted that he met with someone today to get all the Event Producers in Flagstaff so they can connect and work together and combine promotion efforts etc. and support one another. FCP is also planning for Viola Awards being held on March 2, 2013 at the High Country Conference Center. New show at the Coconino Center for the Arts called "Underneath IT All" great show, he invites everyone to come see it.

Downtown Business Alliance (DBA) – Leslie Connell reported that they are going through a lot of transition. They are still involved in the P-bid. With lots of transition downtown she asked that the downtown would appreciate a lot of support from everyone. Everyone is welcome to their monthly meetings.

Flagstaff Lodging And Restaurant Association (FLRA) – Minesh Patel reported they are having their first every annual meeting on February 12, 2013 at Radisson Woodlands. Their new Executive Director is Tom Wyatt. They will have their “Leaders for Lunch” Program on January 23, 2013.

C. Chairman

None

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Dullbson reported that since the weather has been so cold lately, and most of the Flagstaff shelters are full he suggests that the community should help transients if possible. FLRA has agreed to send out a message to all members recognizing this issue. Chair Hasapis mentioned that his thrift store can donate blankets, shoes, whatever is needed to these people.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Next meeting date: Tuesday, February 26, 2013

9. ADJOURNMENT

The meeting adjourned at 3:21 p.m.