

**MINUTES**  
**FLAGSTAFF CONVENTION AND VISITORS BUREAU**  
**TOURISM COMMISSION**

May 28, 2013 – 1:30 p.m.

*Flagstaff City Hall - Council Conference Room, 211 W. Aspen 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**

Vice Chair Price called the meeting at 1:32 p.m.

**2. ROLL CALL:**

Jamey Hasapis, Chair, *absent-excused*  
Mark Price, Vice-Chair, *present*  
Dino Dullbson, *present*  
Jean Hockman, *present*  
Minesh Patel, *present*

Lori Pappas, *present*  
Brent Schepper, *present*  
Jeff Theiss, *present*  
Charles (Chuck) Wendt, *present*

**Others Present:** Joanne Hudson, Jennifer Schaber, Heather Ainardi, Brianna Totten, Joyce Lingenfelter, Rylee French, Gail Jackson, Anna Highley, Kazi (Bangladesh), and Georgette Vigil

*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.*

**3. 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

**4. APPROVAL OF MINUTES**

A. April 16, 2013 Minutes

**MOTION:**

Commissioner Patel made a motion to approve the minutes of the April 16, 2013 regular meeting. Commissioner Dulbson seconded the motion; the motion passed unanimously.

**5. NON-ACTION**

A. Flagstaff Regional Plan 2030: Place Matters - Kimberly Sharp

Ms. Anna Highley in Kimberly Sharp's absence gave a brief presentation of the draft Flagstaff Regional Plan 2030 and stated that Friday, May 31, 2013 is the last day to comment on the Regional Plan. Comments can be completed online at [www.flagstaffmatters.com](http://www.flagstaffmatters.com)

B. Flagstaff CVB Marketing Plan FY14 - Heather Ainardi

Ms. Heather Ainardi gave a presentation on the CVB's Marketing Plan: The Proposed Media Schedule for 2014, Budget, Media Plan Considerations, Allocation by Medium, Allocation by Market, and Media Outlets in Phoenix, Southern California, Las Vegas, Spring Training, National, International, and Local. The presentation will be emailed out to Commissioners.

### C. Council Budget Hearings Follow-Up - Stacey Button

Stacey Button gave a follow up of the Budget Hearings and budget reallocations to the Commission.

## 6. REPORTS

### A. Director

- *Recap on National Tourism Week* – Visitor Center National Train Day added an additional 90 visitors for the day
- *National Tourism Week* – Events were held daily, Monday and Tuesday were pretty slow but Wednesday and Thursday we saw a greater influx of locals and visitors.
- *Tour & Travel Meeting* – Changes were made from the meeting held.
- *Discovery Telescope Tour* – Friday, June 7, 2013, need RSVP's soon (noon-3:30 p.m.)
- *Agenda Items for June* – Downtown Parking, Recap on AZ Snowbowl

Joanne Hudson, Public Relations highlighted recent articles written on Flagstaff in several major magazines. Gail Jackson, Sales introduced Rylee French, the new CVB Intern.

### B. Outside Agencies

The following agencies updated the Commission: Flagstaff Lodging & Restaurant Association (FLRA) and Northern Arizona University.

### C. Chairman

Vice-Chair Price thanked and appreciates everyone for their patience at today's meeting.

## 7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Arizona Governor's Conference Nomination winners will be announced mid-June.

Lowell Observatory News: Clark Telescope will be taken down for eight months (Sept 2013-Aug. 2014) for maintenance. New Exhibit "Great Balls of Fire". They are also planning a new library to be open by Christmas. Other projects will be going on as well.

Kazi, from Bangladesh introduced himself, he is a Hotel Manager who is visiting and taking a tour around Flagstaff with stakeholders and staff.

## 8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

### A. Next meeting date: **Tuesday, June 25, 2013**

- Local Tourism – Brainstorm and how to educate the locals
- Downtown parking
- AZ Snowbowl Recap
- Downtown new businesses

## 9. ADJOURNMENT

The meeting adjourned at 3:25 p.m. by unanimous consent.