



RETREAT MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

November 26, 2013 – 8:00 a.m. – 12:30 p.m.

*Drury Inn & Suites – O’Leary Room,
300 S Milton Rd, Flagstaff, AZ 86001*



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8:00-8:30 Breakfast

Chair Hasapis called the retreat to order at 8:35 a.m.

Director Hansen welcomed Commissioners and staff.

8:30-9:30 Recap last year retreat & goals for this year

- Flagstaff Sno Park – Director will keep trying to schedule spokesperson for one of our monthly meetings.
- Arts Incubator – Director will contact Ms. Laura Kelly to give an update.
- Flagstaff Cultural Park – Director asked if there was still interest and that she would look into it but there was no ask to move forward.
- Tusayan – Commissioner Patel gave a brief update on the issue.
- I-11 – This has been finalized and is a go. This proposal has been adopted.
- Navajo Nation – There are partnerships with the NN and staff is planning NN Sales Mission.
- Casino – Working with Twin Arrows, have partnered in an event in Scottsdale and Co-oped in an ad in *America Journal*
- Sports Market – The CVB is partnering with Sodexo for possible sales mission targeting summer camps for youth.
- Attract More High Tech Corporate Conference Business – It was noted that most organizations are looking for outdoor adventure and high end resorts and airlift is important. Will continue to market to this group when second airline comes.

9:30-9:45 Break

9:45-10:45 Visitor Services, Marketing, PR, and Sales Direction

[FY 2014 Budget – Current Allocations – Director showed a power point presentation to the TC. She had a graph that outlined the current allocations of the CVB budget.](#)

- Marketing & Promotion
- Public Relations
- Film
- Sales
- Visitor Services
- Train Station Milligan House
- General Administration

Visitor Services FY 14 Goal Update – Kathy Hales, Visitor Center Manager, discussed her FY14 goals and how she was pacing to meet them this year.

Goal Updates

- Increase Walk-ins 2% through enhanced programming
 - The Visitor Center has a brochure/one sheet of information with buildings and some information. An information Kiosk is being discussed.
 - Increase Referral Program Feedback by 2%
 - Streamlining the process, and giving bags to Arizona Daily Sun and Sedona Coupons
 - Increase Awareness of Grand Canyon Ticket Kiosk
 - The Kiosk is currently not being used and the VC Staff is selling the passes
 - Expand outreach to include south downtown businesses
 - Enhance referral program by stronger engagement of hotel Frontline staff
 - Create new tourism learning opportunities by reaching local organizations
 - Work with Beautification Dept. and maintenance to improve exterior property
 - Money from the Beautification & Public Art is helping to improve the exterior property
 - Complete signage for AMTRAK
 - Commissioner Hockman stated that it is a challenge to get to the Visitor Center due to the one-way streets, perhaps more signage is needed.
 - VisionFlagstaff.com is also another way to help improve the look of the Visitor Center.
 - Budget: Visitor Services 69%; Train Station Operations 31%
- ▶ Look at tracking walk-ins, focus on locals, possible table tents to help with tourism stats (Commissioner Patel discussed having our ads on his TV's). Summer outside vendors for Artwalk (FIBA issue?)

Meeting & Events FY 2014 Goal Update – Heidi Hansen for Gail Jackson discussed FY14 Meeting & Events goals and how she was pacing to meet them this year.

Goal Updates

- Partner with stakeholders co-op ads targeting Astronomy, Adventure, Traveler, Biotech and Sciences to acquire leads
- Create a quarterly tracking form to improve targeted marketing efforts
- Perform quarterly site visits to keep up-to-date on area attractions and hotels
- Sales Budget: Memberships 8%, FAMs 10%, International T/T 16% Domestic T/T 26%, Meetings and Events

Direction:

- Similar Schedule this year: Connect, Destination AZ, NN, PCMA, Destination Showcase, Native American, So California Mission

Additions:

- Adding regional religious show Aspire – Didn't work this year
- Looking for sports market opportunities, ways to expand this market
- TRENDS happening for the Flagstaff Market: More religious inquires, Groups inquiring about program farther out and signing contracts farther out, Requests for free meeting space on the rise

Travel Trade FY 14 Goal Update – Joyce Lingenfelter discussed FY14 goals and how she is pacing to meet them this year.

Goal Updates

- Create baseline and meet with minimum of 300 operators/agents in person
- Secure two new Student Group tours
- Perform quarterly site visits to keep up-to-date on area attractions and hotels
- Complete Australian tour operator product inventory
- Create a quarterly tracking form to improve targeted marketing efforts
- Budget: memberships 8%, FAMs 10%, International T/T 16%

Direction

- Cont the following grades hoses, NTA, ABA, Go West Summit, and IPW
- Two International Sales missions
- Europe with primary focus on UK and Secondary focus on Belgium, France and Germany
- Australia – depending on review and results from May Sales Mission
- One sales mission to Los Angeles
- One sales mission to Las Vegas
- One other domestic/Canadian sales mission based on stakeholder input

Additions

- Partner with Public Relations to attend the Visit USA Australia Expos
- Attend NAJ/Summit in NYC or Orlando and alternate them
- ▶ Commissioner Dullbison mentioned possibly pick up New Zealand and Fiji Islands, and maybe Melbourne, Sidney, and Brisbane if feasible. The CVB will take a look at this.
- ▶ Commissioner Hockman asked how many nights do these visitors stay? What else do these visitors do with tours?
- ▶ Commissioners suggested that Tour Operators use the Flagstaff Trolley to see the town. Chair Hasapis suggest this for the Ale Trail, Artist Galleries, etc. Ms. Lingenfelter will include the art information on her Winter Profile Sheets.
- ▶ Commissioner Hockman also suggested talking to the Arts & Sciences Committee and ask how they can advertise/market regionally ask the Flagstaff Cultural Partners to help re-grant from the BBB taxes and help artists and galleries to be open when tourists are not here.

Public Relations FY14 Goal Update – Joanne Hudson discussed FY14 goals and how she is pacing to meet them this year.

Goal Updates

- Increase PR value of earned media by 2% through increased presence in key markets
- Create social media plan to increase engagement on social media site by 3%
- Increase PR value of earned media in meetings and travel trade industry publications by 3%
- Establish a blog which is updated weekly with relevant and timely information
- Public Relations Budget: FAMs 19%, Domestic media 32%, Subscriptions and Tracking 19%

Direction:

- Removed New York and Toronto Media events because AOT will not conduct events in these markets for FY15
- Participate in the biannual AOT planned Los Angeles Media marketplace and Vancouver media marketplace

- After event in Vancouver extend travel to Seattle for a day of desk side media appointments
- France media Mission – Participate in AOT Media Reception and coordinate additional two day of desk side appointments
- Australia market Promotion – partner with travel trade to attend Visit USA 2014 Expo include media marketplace and luncheon
- Society of American Travel Writers (SATW) membership – Apply for membership and participate in annual conference to further networking with travel writers
- ▶ Hiring Bloggers was cut due to budget, will again request FY15
- ▶ Content Calendar - can add to list of goals for FY15
- ▶ How do we educate Travelers? Spring is difficult with the weather being unpredictable. Joanne stated that she is trying to find more creative ways to reach them.

Marketing & Creative Services FY14 Goal Update – Heather Ainardi discussed her FY14 marketing goals and how she is pacing to meet them.

Goal Updates

- Conduct Additional photo shoots
- Strengthen reimagined branding by redesigning all printed and digital materials
 - Very busy now, lots of designing, creating larger ads in size with full color, One-time funding for TV in Las Vegas, King Kong and Metro Rail Ads
- Translate and produce the Explore Flagstaff guide in Japanese, Mandarin and Italian
- Continue strategic collaboration with other CVB program areas

Marketing & Creative Service Budget: need copy of chart

Market & Medium: need copy of chart

Direction and Discussion:

- Ongoing funds for photo shoots (vs. 1x)
- Ongoing funds for videos (vs. 1x)
- Webcam and ongoing streaming support
- Outdoor placements
- Shift 1x funds to ongoing if approved training and Las Vegas
- ▶ Las Vegas ROI – how is it looking? Anything tangible? Heather hasn't had a chance to look at it yet but she will begin to do so...she liked the commercial and worked closely with that company to place us strategically.
- ▶ Sno Jam with Arizona Snowbowl – Joanne attended with Arizona Snowbowl - a lot of people knew about the Ski Resort and this being a viable winter market. They need a full year to see how we are doing...so it will actually be two years that we are in that market.
- ▶ Online banners – Focused more to help with our markets in Henderson, NV which is our main focus. Started in September.
- ▶ How are we comparing to the Grand Canyon? Are we below Las Vegas? Ms. Ainardi mentioned that Las Vegas is pulled out of every US study because they have so much money. We aren't as searchable right now but we will be stronger when we have more time to go through our site and put in appropriate search terms that will help.
 - Las Vegas, Sedona, and American Helicopters –Have a specific ad to populate Flagstaff when you do a Google search – we are working to get Grand Canyon our search terms.

- ▶ It was asked if any and all businesses were linked to Grand Canyon in Flagstaff would that help us more? It was answered that unless they have a strong organization they push themselves up.
- ▶ Commissioner Dullbson asked what funds are available for print media (i.e., AZ Republic). Are there any funds for airline magazines?

10:45-11:30

Brainstorm

FY 2015 Budget – Director Hansen showed the commission the budget chart she did at the beginning of the presentation and asked if the allocations now that all areas have presented should change any.

- Allocations
- Marketing & Promotion 50%
- Public Relations 5%
- Film 0%
- Sales 11%
- Visitor Services 13%
- Train Station 6%
- Milligan House 1%
- General Administration 13%

Suggestions were made by Commissioners on the over budget for the CVB and Visitor Center:

- ▶ Commissioner Patel – Can use more dollars for Marketing and Promotion.
- ▶ Chair Hasapis – Can use more dollars for Public Relations.
- ▶ Vice-chair Price – Could use more money contingencies set aside earmarked for other needs that arise?
- ▶ Commissioner Pappas – Sales should be a greater percentage than the Visitor Center.
- ▶ Commissioner Patel – Focus on bringing our own visitors.
- ▶ Commissioner Dullbson – Compete with Twin Arrows for room rates.

11:30-12:30

Wrap-Up and Lunch

- ❖ Holiday Mixer at North Pole Express, December 11, 2013, 4-7 p.m.
- ❖ Next Tourism Commission meeting is scheduled for December 17, 2013 at 1:30 p.m. Due to the holiday, an email poll will be sent out by the CVB Director.

The retreat adjourned at 12:40 p.m. by unanimous consent