



# MINUTES

## FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

February 25, 2014 – 1:30 p.m.

City Hall - Council Conference Room



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

Chair Hasapis called the meeting to order at 1:35 p.m.

### 2. ROLL CALL:

Jamey Hasapis, Chair  
Mark Price, Vice-Chair  
Dino Dullbson  
Janis Russell  
Susan Shields

Jean Hockman  
Minesh Patel  
Lori Pappas  
Kevin Schindler

*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.*

Others Present: Hailey Tucker

### 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. January 28, 2014

### MOTION:

Commissioner Hockman made a motion to approve the minutes of the January 28, 2014 meeting. Commissioner Theiss seconded the motion; the motion was approved unanimously.

### 5. NON-ACTION

A. Lights Out Event – Tamara Lawless, Sustainability Specialist

Commissioner Schindler on behalf of Ms. Tamara Lawless explained the event to the Commissioners. Upcoming event dates are as follows:

- March 11 – A Proclamation to be read by Celia Barotz
- March 28-30 Lights out Flagstaff - Friday from 6-10 p.m. downtown area will have information tables. Downtown businesses to turn off lights. Saturday – Lowell Observatory will have a free evening event.
- August – A conference at the High Country Conference Center to be sponsored by a Scientist group from Colorado talking about dark skies
- Sept. 29 – Night Visions by Flagstaff Cultural Partners
- Oct. 17-19 – Flagstaff Star Party (community wide)
- Oct. 18 – FSO Concert

A Press Release will be sent out in a few weeks. Ms. Hansen will request more information from Ms. Lawless and send out the information to the Commission.

## B. Marketing FY15 Update– Heather Ainardi, CVB Marketing & Public Relations Manager

In Heather's absence Director Hansen gave a brief update on the Marketing FY15:

- FY2015 Proposed Budget – the base budget is the same, we are requesting additional ongoing funds for projects such as the "Cool Zone".
- FY 2015 Considerations – The "Cool Zone" would be a 1x request, Spring Training, Las Vegas, and Cardinals.
- Direction – staff is looking at ad placement and measuring successes
- Medium Chart – Similar numbers to last year, more to online advertising, and no TV
- Market Chart – The Phoenix market is down slightly and more opportunity in Southern California.
- Changes – Some allocations have changed, Decreased in Las Vegas, Outdoor and Print. No Television. Increases in Travel Trade allocation, Meetings/Events allocation, and Local Outreach/Visitor Center allocation.

After some further discussion the Commissioners agreed to put this item on next month's agenda. Discussions would include giving permission to staff to have the ability to change budget funds towards other marketing where needed up to a limit of \$10,000.

## C. Area Attractions Discussion – Kevin Schindler

Commissioner Schindler discussed the Area Attraction Report and made some revisions and asked the Commissioners who should remain on the list and who should be added per his suggestions. It was decided to remove the Flagstaff Chamber of Commerce and ad Flagstaff Extreme, Bearizona, Deer Farm, Meteor Crater, North Pole Experience, and the Flagstaff Nordic Center.

Director Hansen thanked Commissioner Schindler in his involvement and hard work that he has taken upon himself to do.

## 6. REPORTS

### A. Director

Visitor Center Staff Meeting – was held at Lowell Observatory, they attended the Black Hole Exhibit and the staff found it very interesting. Director Hansen suggested everyone to see this exhibit.

Intercept Study – the study is now fully engaged, a yearlong study

Coffee Klatch – this is an informal meeting monthly at the CVB with Director Hansen to learn more of what the CVB does.

National Tour Association (NTA) – Director Hansen attended with Joyce Lingenfelter and shadowed to see what the CVB does at this show. From past experience it was decided that this show can be attended every other year.

Budget – there has been no new changes since last presentation on budget. On March 10, 2014 Director Hansen will have a two-hour meeting with the Budget Review Committee.

A brief monthly overview was given by Joanne Hudson, Public Relations and Kathy Hales.

### B. Outside Agencies

Northern Arizona University - Georgette Vigil, NAU Alumni mentioned and alumni event scheduled for March 13, 2014.

### C. Chairman

None

## 7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Hockman mentioned that the Viola Awards is this weekend. Get your tickets while still available.

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

Agenda items:

- Budget
- Marketing FY15

A. Next meeting date: March 25, 2014

9. **ADJOURNMENT**

The meeting adjourned at 3:11 p.m.