



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

September 24, 2013 – 1:30 p.m.
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 1:27 p.m.

2. ROLL CALL:

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

Lori Pappa, *present*
Brent Schepper, *absent-excused*
Jeff Theiss, *absent-excused*
Charles (Chuck) Wendt, *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.

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. June 25, 2013

MOTION:

Commissioner Hockman made a motion to approve the June 25, 2013 meeting minutes. Commissioner Price seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Over the Rainbow Butterfly Garden, Inc. - Kari Watson

Mrs. Kari Watson made a presentation on the Over the Rainbow Butterfly Garden, due to be completed the Spring of 2014.

B. Flagstaff Sno Park Update - TJ Dana – *Tabled until next month.*

Marketing Plan - Heidi Hansen, CVB

Director Hansen thanked the CVB Staff who helped to put the marketing plan together. She encouraged Commissioners to read the Marketing Plan and will be placed on October's agenda for discussion.

C. Cardinals Impact Update - Heidi Hansen, CVB

Economic Vitality Stacey Button gave an update on STR Report and BBB Revenue numbers for July and August (August BBB numbers were not available and will be updated at the October meeting), last year vs. this year. This will be an agenda item for October.

D. CVB Mobile Site - Heather Ainardi, CVB

Heather Ainardi, Marketing and Public Relations Manager gave a presentation on the new CVB mobile site available on smart phones.

E. TC Local Engagement Efforts - Heidi Hansen, CVB

Director Hansen gave some updates on local engagement efforts the CVB is doing. This item will remain on agenda each month.

7. REPORTS

A. Director – Director Hansen updated the Commissioners on the following:

- AZ League of Cities – The CVB represented the City of Flagstaff at the AZ League of Cities/Towns Conference and gave out dog treats to showcase Flagstaff as being a dog friendly city.
- Destination Arizona – will attend with staff member Gail Jackson in October 2013.
- AAA Travel Show – will attend in November 2013
- Governor's Economic Development Conference – Invitations were emailed, a reminder to RSVP to the Welcome Reception.
- Referral Card Program – will make sure participants are stocked with cards.

Staff presented their monthly reports to the Commissioners.

B. Outside Agencies

The following outside agencies made their monthly reports: Flagstaff Chamber of Commerce, Northern Arizona University, Flagstaff Lodging & Restaurant Association (FLRA), and Attractions.

The Attractions report will be revised and re-sent with next month's agenda.

C. Chairman

Chair Hasapis asked about the recent reports about the Pepsi Amphitheater. An update will be brought to next month's meeting

8. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Ms. Button introduced Mr. Ruben Abeyta. Mr. Abeyta was a past Tourism Commission Chair and had been in the Hotel Industry before moving away. Mr. Abeyta introduced himself and gave a background of his time in Flagstaff and returned as the new General Manager at the Fairfield Inn by Marriott.

9. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Agenda Items:

- Marketing Plan
- Cardinals Impact Update
- TC Local Engagement Efforts
- Pepsi Amphitheater Update
 - Next Meeting: October 22, 2013

10. ADJOURNMENT

The meeting adjourned at 3:01 p.m. by unanimous consent.