



# MINUTES

## FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

January 28, 2014 – 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 1:34 p.m.

### 2. ROLL CALL:

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

Lori Pappas, *absent-excused*  
Kevin Schindler, *present*  
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.*

Others Present: Ruben Abeyta, Leslie Connell, Mark DiLucido, Karl Eberhard, Barney Helmick, Tim Rodriquez, Georgette Vigil, and Asha Patel

### 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. November 26, 2013 Retreat

#### MOTION:

Commissioner Hockman made a motion to approve the November 26, 2013 Retreat minutes, Commissioner Theiss seconded the motion; the motion was approved unanimously.

### 5. NON-ACTION

A. Beautification/Historical Preservation Update – Karl Eberhard

Mr. Karl Eberhard, City of Flagstaff updated the Commissioners on the following projects that are finished or still in the process:

- Interior Art – Then & Now – displays at City Hall, the Aquaplex, and Airport
- Visitor Center Enhancements – This project is not being completed due to ADOT regulations
- Utility Cabinet Art-Up – this is the process
- Kings Inn Mural – new owner suggested this space for a mural project
- Route 66 Park Interpretive Signage – completed with new signage
- Butler North Edge Enhancements – ideas are being discussed
- 4<sup>th</sup> Street Gateway – ideas are being discussed

- 4<sup>th</sup> Street Corridor Study – Ideas are being discussed
- Phoenix Avenue Mural – completed, this mural has been nominated for a Viola Award
- Original Route 66 Walking Tour – this item is being discussed, signage has been placed

Visionflagstaff.com – is a software program where the community can submit, comment, or like entries/ideas to improve the look of Flagstaff. Mr. Eberhard encouraged all to sign up and get their input into the ideas already online or submit new ideas.

Visitor Center Platform – Mr. Eberhard updated Commissioners the currently there is not a budget for this improvement, and has taken idea to the Heritage Preservation Commission under their Historic Façades and Grants Program. The Commissioners will discuss and recommend expenditure and forward to the Beautification and Public Arts Commission.

Commissioner Hasapis asked about the Milton corridor and what is being planned for this area? It was stated that the Milton corridor would need a long-term thought process due to the traffic control on Milton.

#### B. Airport Logo/New Airline Update – Barney Helmick

Mr. Barney Helmick, Airport Director updated the Commissioner and stated they have been in discussions with other Airline carriers. The Airport also has a new Logo that was designed by the CVB's own Jennifer Schaber.

Mr. Helmick also gave an airline update explaining:

- Lack of Aircraft – new planes
- Mergers – positive and it's a new industry
- Economy – gas prices are a factor
- Future – 2014 turning to new carrier, new routes
- How will we keep them? – we have to fill seats, bring more people here through tourism

Mr. Helmick also spoke on Passenger demand and Top Destinations

Commissioner Dullbson asked if there is any Tour Operator interest at the Airport? Mr. Helmick answered yes in the past and they would have to start on their own which can be very expensive.

#### C. Budget – Status on Submission and Process – Heidi Hansen

Director Hansen gave a brief update on Budget status and explained that the city is working with a new software program named Innoprise.

- Base – will remain flat this year.
- Ongoing: Ongoing ask can only be 1% of total budget with some considerations.
- 1X (one-time)asks – asking for money for marketing and promotions, sales, general administration and visitor services.
- All budget is reviewed by the Division Director before going to the budget review team.

Ms. Leslie Connell mentioned that in the past while she was Director that some of the CVB funds were being allocated and not being transparent. Director Hansen suggested having the Finance Budget Manager attend a future meeting and discuss the fund balance allocations. Ms. Connell suggests that at some point the CVB be separated from the City so that the Tourism dollars can be used for tourism. Chair Hasapis asked if the Commission as a whole can bring this issue up to the City Manager. The answer was yes.

## 6. ACTION

None

## 7. REPORTS

### A. Director

- Tourism Commission Seats: Commissioner Patel was reappointed and Mr. Kevin Schindler, Lowell Observatory was appointed the vacant At-Large seat. There are two hospitality seats available and Director Hansen has asked everyone to encourage new applicants to these two seats.

- Light out event - A Dark Skies event during summer. Will invite Representative to come.
- Local Outreach – The Visitor Center is continuing the ArtWalk, not as popular as before possible due to time of year but still feel it is a good program.
- Coffee Klatch – Going well, incorporating what's happening with businesses that attend and update the CVB Director. Next meeting is February 13, 2014 @ 8:30 a.m. at the CVB. Please RSVP to attend or just show up.
- NTA (National Tourism Association) – going with Joyce in February 2014.
- Referral Card Program – Continuing the program. Announce 4<sup>th</sup> Quarter winner, Annette Fallaha, Fall Inn to Winter Bed & Breakfast. Keep those referrals coming.

The following staff went over their reports for the month of December: Public Relations (Joanne Hudson), Marketing (Jennifer Schaber & Mike Russell, and Sales (Gail Jackson)

B. Outside Agencies

The following attractions went over their reports: Northern Arizona University (Georgette Vigil), Downtown Business Alliance (Leslie Connell and Karl Eberhard), and Attractions (Kevin Schindler)

C. Chairman

None

**8. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS**

- Grand Canyon Airport not expanding, remodeling in being completed on the inside of the airport
- Discovery Map is out for printing, should be available soon
- Chair Hasapis is in a current play at Theatrikos "The Miser"

**9. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS**

A. Next meeting date: February 25, 2014

Agenda Items:

- Light Out Event
- Fund Balance Update – Barbara Goodrich

The meeting adjourned at 3:31 p.m. by unanimous consent.