



# MINUTES

## FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

March 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

Chairman Hasapis called the meeting to order at 1:36 pm.

### 2. ROLL CALL:

Jamey Hasapis, Chair, *present*  
Mark Price, Vice-Chair, *present*  
Dino Dullbison, *present*  
Jean Hockman, *present*  
Lori Pappas, *excused absent*

Minesh Patel, *present*  
Janis Russell, *excused absent*  
Kevin Schindler, *present*  
Susan Shields, *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. February 25, 2014

#### MOTION:

Commissioner Price made a motion to approve the minutes of the February 25, 2014 meeting. Commissioner Hockman seconded the motion, the motion was approved unanimously.

### 5. NON-ACTION

A. Marketing Plan FY15– Heather Ainaridi, CVB Marketing & Public Relations Manager

Heather Ainaridi, Marketing & Public Relations Manager gave a brief presentation on the 2015 Proposed Media Schedule.

Proposed Budget: \$492,500 includes the base budget for advertising as well as some 1X recommendations such as the Flagstaff Cool Zone. The CVB discussed a new Research Firm, NSight. An online search of OTA's (Online Travel Agencies). Searches up to three months out. DMAI endorsed, Scottsdale and Tucson are using this company and soon AOT and would allow the CVB to look at numbers statewide. This search allows the CVB to capitalize on the visitors and source locations.

### 6. ACTION

## B. Budget FY15 – Heidi Hansen, CVB Director

Director Hansen went over the Budget Allocation with Base Only, Ongoing and One Time. She reminded the Commissioners that the budget direction is to remain flat. She also explained the ONG and 1X recommendations in reference to the city council priorities and city manager work plan.

City Council Priorities are:

- Infrastructure – One time approval for \$24,500 to the Visitor Center for facility upgrades
- Staffing – Ongoing approval of a Lead Worker for Creative Services
- Compensation – a 1.5% compensation for all eligible employees

City Manager Work Plan:

Continue and enhance marketing with Light Rail and Phoenix Sports Complexes.

- Cool Zone
- Library of Photos
- New booth display
- Webcam- on top of VC, because of bandwidth issues not able to, need to find a business to do this. (Leslie – continue with Heritage Square)
- Registration for Simpleview Summit (Software for Lead Tracking for Marketing)
- Travel Lodging and Meals for Simpleview Summit

Chair Hasapis asked about the BBB Fund transfers made to other departments within the City of Flagstaff. It was stated by other commissioners that the BBB fund balance should remain in Tourism and how can the Commissioners have more management in these type of allocations.

Commissioner Patel stated that the 2% increase is not fair to those who pay into that fund Commissioners stated that the fund balance should remain for emergency purposes and/or one time asks.

Commissioners stated the BBB tax dollars were generated for a Destination Marketing Organization (DMO)

Director Hansen explained the City Managers point of view to the Commissioners and stated that she has had several meetings with the City Manager along with FLRA and AzLTA in attendance and he has been very responsive to the discussion. She also stated that she could always invite the Finance Manager to a future meeting to explain the Tourism fund in greater detail.

Chair Hasapis commented that Commissioners can write and/or email the City Manager and City Council and voice their concerns as individuals and as Commissioners.

### **MOTION:**

Commissioner Patel made a motion to recommend to accept the recommendation as presented by Director Hansen in addition to this we recommend the other requested amounts of \$34,200 for marketing ,Public Relations (\$2,750)and, Sales (\$3,050). Commissioner Price seconded the motion; the motion was approved unanimously.

## **7. REPORTS**

A. Director - Director Hansen gave the following updates:

- National Tourism Week - May 3-11 2014. Kick-off at the Visitor Center on May 5<sup>th</sup>. Evites will be sent out soon. The event is from 8-9:30 a.m., staff will hand out buttons and bookmarks to you and your staff. Also planned are ads in local paper to inform the Flagstaff community of what Tourism does for the community as well as radio spots and coordinating social media.
- Visitor Profile – Intercept Study is still going and going well.
- AZ League of Cities – Director Hansen and Airport Director, Barney Helmick attending the show with a booth. NAU will also help and participate with information and promotional items

- May Meeting - May 27 after Memorial Day – suggested we change the meeting date to 5/20 due to the holiday. All commissioners agreed.

#### Staff Reports:

- Heather Ainaridi– attended the Arizona Interactive Marketing Association's (AZIMA) The Flagstaff CVB was nominated for two awards, one of which was the prestigious Brand of the Year. I'm happy to announce that the Flagstaff Convention and Visitors Bureau won the award for Best Display Ad (Single or Campaign). These are the online ads we place which direct viewers to our website. The judges noted that they were "wowed" by the variety of the ads and how the seasonality of Flagstaff was highlighted. The AZ Interactive marketing: Brand of the Year, Best Display Ad
- Joyce – attended three tradeshow, Sent out the trip reports. Will attend the Pow Wow and Australian sales missions soon. Read nice notes from Nick Gabriel, Black Barts. Introduced new Intern, Ms. Amber Maher, from London.
- Gail – Gear up on April 15-16, 2014 The Pony Ride will bring 500 mustangs to the Harkins Theater Parking Lot.
- Kathy – Stated that there is three kiosks downtown and will be getting upgraded with new backing and new Plexiglas like material.

B. Outside Agencies

None

C. Chairman

None

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

June – Flag Day – Director Hansen asked Commissioner Dullbson to share the Flag Day information and she would reach out to the Daily Sun to see if they have any available space for the notice to the community.

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

- Tourism Fund Explanation – invite Barbara Goodrich

A. Next meeting date: April 22, 2014

#### **10. ADJOURNMENT**

The meeting adjourned at 4:03 p.m. by unanimous consent.