



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

May 20, 2014 – 1:30 p.m.

High Country Conference Center, 201 W. Butler Avenue



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 1:30 p.m.

2. ROLL CALL:

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

Minesh Patel, *absent-excused*
Lori Pappas, *present*
Susan Shields, *absent-excused*
Kevin Schindler, *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. March 25, 2014 Minutes

MOTION:

Commissioner Schindler made a motion to approve the minutes of the March 25, 2014 meeting. Commissioner Price seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Airport Mural Project – Mark DiLucido, Project Coordinator, Community Design & Redevelopment, COF

Mark DiLucido gave a short presentation on the Airport Mural Project and asked for comments on what it should display; murals, photographs, or a combination.. After some discussion, Ms. Hansen, Director asked Commissioners to give it some thought and email their suggestions/comments and she will forward to Mr. DiLucido.

B. Tourism Budget Discussion – Barbara Goodrich, Management Services Director, COF

Barbara Goodrich, Management Services Director gave a brief overview of the budget, five-year plan, revenues, uses of funds, and transfers. There was discussion of the concern about the transfers to the Library and Recreation funds. It was suggested that the BBB dollars should be spent to get visitors here and not spend when they get here except for the Visitor Center needs. Ms. Goodrich stated she will plan a meeting with appropriate city leadership with Director Hansen present and that Heidi can get back to the Tourism Commission on what was discussed.

6. REPORTS

A. Director

- *National Tourism Week* – Went well, had a radio day, social media day and held a kick-off breakfast. Next year the CVB will do a kick-off event a week prior to tourism week so it doesn't interfere with NAU Graduation week. Kick-off will be scheduled at lunch time.
- *Attractions Report* – Jason Stratton, Arizona Snowbowl will be taking over the Attractions Reporting
- *Visitor Profile Study* – Going very very well – 80% response rating thus far.
- *Gail Jackson* – leaving CVB and moving to the Economic Vitality as their new Sales & Marketing Specialist for Economic Development. Applications for the position open until Friday, 5/23.
- *Coffee Klatch* – changing to quarterly after July 2014.
- *French Visitor from Page* – Anna Good, Visitor Center staff, who speaks fluent French, has been helping with translations for family at Flagstaff Medical Center on her own time. Thanks Anna!
- *July meeting* – will be canceled due to Director on business travel and staff on vacation. All Commissioners agreed.

Marketing, Public Relations, and the Visitor Center gave brief updates on their monthly reports.

B. Outside Agencies

Kevin Schindler reviewed the Attractions Reports and highlighted upcoming events also on the printed report, and Leslie Connell reported that the Movies on the Square starting soon, updates can be found on their Facebook Page.

C. Chairman

None

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Dullbson reported that *USA Today* reported that renting homes are cutting into hotel businesses. Brief discussion at a later date.

Director Hansen asked Commissioners about possibilities of changing meeting time and will poll them individually at a later date.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Agenda Items:

- AAWE Program, Shelly Shepherd

A. Next meeting date: June 24, 2014

9. ADJOURNMENT

The meeting adjourned at 3:17 p.m. by unanimous consent.