



# MINUTES

## FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

June 24, 2014 – 1:30 p.m.

*City Hall - Council Conference Room, 211 W Aspen 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 1:31 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, *absent-excused*  
Susan Shields, *present*  
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.*

Meg Williams, Director of Local First Arizona presented their sample map that represents local businesses in your community to support local spending. She was looking for interest from Flagstaff residents. More information can be found at [www.localfirstaz.com](http://www.localfirstaz.com).

### 4. APPROVAL OF MINUTES

A. May 20, 2014 Minutes

#### MOTION:

Commissioner Pride made a motion to approve the minutes of the May 20, 2014 meeting. Commissioner Dulbson seconded the motion; the motion was approved unanimously.

### 5. NON-ACTION

A. AAWE Program – Shelly Sheppard

Shelly Sheppard and Tom Mackin gave presentations on the AAWE (Arizona Watchable Wildlife Experience) program. A concept for outdoor recreation, environmental education, and conservation. Currently there are 30 sites within 30 miles of Flagstaff. [www.azwatchwildlife.com](http://www.azwatchwildlife.com)

B. Airport Mural Update – Mark DiLucido

Mark DiLucido gave a short presentation of the Airport Mural and noted that the location of the mural was changed to the blue walls at the Airport, photography was favored by the three commissions surveyed and a sheet of photography suggestions was given to Commissioners to choose eight photo ideas for the mural.

## C. Cool Zone Update – Heather Ainardi

Heather Ainardi gave a short update on the Cool Zone. The ribbon cutting will be on Saturday July 19, 2014 at the Flagstaff Cool Zone located in downtown Phoenix. Sponsors, staff, and Commissioners are invited to attend the ribbon cutting.

### 6. REPORTS

#### A. Director

Director Hansen reported on the following:

- Tourism Seat(s) – need to fill vacancy, cants. In January three more Commissioners will be coming off the Commission: Jean, Mark, and Jamey. Please get the word out for people to apply for these seats
- Attractions Report – Jason Stratton from Arizona Snowbowl has agreed to be the representative on reporting numbers to the Commission
- Flagstaff Intercept Study – going well, 80% participation
- Sales Position – an offer has been made, waiting to hear back from Candidate
- Coffee Klatch – going well, was going to go quarterly, but with recent attendance may keep at monthly
- Milligan House – new signage is being planned for the building
- Strategic Plan – a plan for the CVB staff was established and sent to all staff.

Staff reviewed their reports with Commissioners

#### B. Outside Agencies

The following agencies reviewed their reports: Northern Arizona University and Attractions.

#### C. Chairman

No report at this time.

### 7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Schindler thanked Ms. Hansen and Stacey Button for Chairing the United Way Campaign for this year.

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

- A. Next meeting date: August 26, 2014 (*July meeting canceled*)

### 9. ADJOURNMENT

The meeting adjourned at 3:16 p.m.