



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

August 26, 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 1:33 p.m.

2. ROLL CALL:

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

Minesh Patel, *-excused*
Lori Pappas, *present*
Susan Shields, *present*
Kevin Schindler, *present*

Others Present: Jimmy Craven, Sean McMahan, Mark GreenWalt, Barney Helmick, Stacey button, Kevin Burke, Kim Ott, and Stephanie Smith.

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.*

Mr. Sean McMahan, Hotel Monte Vista, inquired about a publication and stated it comes out during the summer and he didn't see any relevance in advertising in this publication. Director Hansen stated the CVB publishes the Official Flagstaff Visitor Guide that comes out in January and he may be speaking of a different publication that is not from the CVB. Staff brought a copy in to show him and he verified it wasn't our publication he was speaking about. Director gave Sean a number to call for the publication that was in question.

4. APPROVAL OF MINUTES

A. June 24, 2014 Minutes

MOTION:

Commissioner Hockman made a motion to approve the June 24, 2014 meeting minutes. Commissioner Dullbson seconded the motion, the motion passed unanimously.

5. NON-ACTION

A. Road Repair and Street Safety Initiative - Kevin Burke, City Manager

Kevin Burke, City Manager went over Proposition 406, regarding Road Repair and Street Safety. A citizen task force recommended a 1/2 cent sales tax but Council opted for less. You vote your opinion on November 4, 2014, on a 1/3 cent sales tax increase to be dedicated to:

- Repair existing City streets
- Preserve improved streets

- Pedestrian and bicycle safety
- Repair underground water/sewer infrastructure

B. Second Airline Update - Barney Helmick, Airport Director & Stacey Button, Economic Vitality Director

Barney Helmick, Airport Director gave a brief update on the second airline. He noted that Enplanements were up this year. He also mentioned that they have met with nine airlines this year. They have a grant that they received in 2012 and will expire at the end of this year, but will file for an extension for another year. This grant will help to fund a second airline. The staff continues to meet with airlines and hopes to find one soon.

6. REPORTS

A. Director

- CVB presented to the City Council and presented recent awards that the CVB has received.
- Visitor Profile – almost at the six-month mark and will have some results next month.
- Jessica Young – New Sales Specialist for Meetings & Events, replaced Gail Jackson, and comes from High Country Conference Center, welcome Jessica!
- Kathy Hales – left for early retirement, the position is being offered to a candidate.
- Creative Specialist Leadworker Position – this position will be opening soon.
- Coffee Klatch – the meetings will start up again September 11, 2014.
- Staff Retreat – the CVB will hold their staff retreat this week.
- Tourism Commission Retreat – is currently being scheduled.
- Barney and Heidi – attended the Arizona League of Cities & Towns – they represented NAU at the booth and had a great response with this partnership.
- Tourism Celebration – September 24, 2014 at the Museum Club. Look for a future invite.

CVB staff gave brief updates on their departments.

B. OUTSIDE AGENCIES

The following agencies gave brief presentations: Flagstaff Attractions, Northern Arizona University, and Flagstaff Arts Council.

C. CHAIRMAN

No Report

6. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Dullbson mentioned that hotel numbers are doing well this summer.

7. AGENDA ITEMS AND TIME/DATE FOR UPCOMING

- Strategic Plan
- Marketing Plan

8. MEETINGS

A. Next meeting date: September 23, 2014

9. ADJOURNMENT

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