



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

September 23, 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 1:30 p.m.

2. ROLL CALL:

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

Minesh Patel
Lori Pappas
Susan Shields
Kevin Schindler

Others Present: Liz Archuleta, Lucinda Audreani, Jason Stratton, and Leslie Connell,

Staff Present: Heidi Hansen, Heather Ainardi, Laura Deppe, Joyce Lingenfelter, Joanne Hudson, Jessica Young, Jessica Lawrence, Jennifer Schaber, and Mike Russell.

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. August 26, 2014 Minutes

MOTION:

Commissioner Shields made a motion to approve the minutes from the August 26, 2014 meeting. Commissioner Dullbson seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. County's Road Maintenance Sales Tax Initiative, Prop. 403 – Lucinda Audreani

Lucinda Audreani, presented on Proposition 403. Proposed road maintenance sales tax is 3/10 of 1 percent. If approved at the same time a new tax begins, another county tax expires, and net tax increase will be 17/5 cents on a \$100 purchase. The tax would be effective for 20 years from January 1, 2015 to December 31, 2034. The County estimates revenue to 6-7 million per year.

If funding is unchanged, then routine road maintenance services will be reduced by 40 percent, including snow plowing, grading dirt roads, filling potholes and clearing ditches. The County would also significantly reduce its annual investment in paved road maintenance and safety projects and in replacing equipment.

Both Lucinda and Liz stressed that they realize we as a commission can't make a group movement but as individuals needed to have the facts and information on the vote.

B. Marketing Plan – Heather Ainardi, CVB

Heather Ainardi, Marketing and Public Relations Manager gave out and went over the Flagstaff CVB Annual Report 2014 and Marketing Plan FY 2015. The Commissioners gave good feedback and voiced some concerns about showing too much in the plan, and suggested some of the data not be shared in its entirety online Both Heather and Heidi explained why we outline all the information and share the data.

C. Strategic Plan – Heidi Hansen, CVB

Heidi Hansen, Director went over the Strategic Plan for the CVB and Visitor Center. Discussion was on making sure the CVB continues to follow the plan and to edit when appropriate. Commissioners thanked the staff and past board members for their ideas and plans.

6. REPORTS

A. Director

- Visitor Profile Results – Heidi Hansen mentioned she will email results if interested. Results will be available in March 2015.
- Visitor Center Manager – Jessica Lawrence has been promoted as the new Visitor Center Manager.
- Coffee Klatch – The coffee klatch meetings started again in September. Next one is on Oct. 9, 2014.
- Staff Retreat – The staff held their staff retreat, invited Holly Yeager as the facilitator for team building. and discussion on the Strategic Plan.
- Tourism Celebration – Everyone was invited to attend and celebrate the CVB's achievements at the Museum Club, on Thursday, Sept. 24th from 5:30-7 p.m.
- Milligan House Sign – The Milligan House has a new sign that matches our window cling messaging. The sign gives further identity that Flagstaff has a Convention and Visitors Bureau.
- Visitor Center – The Visitor Center is also doing numerous facility upgrades this fiscal
- Jamey Hasapis – Mr. Hasapis was appointed as a new Stakeholder on Airport Sustainability Committee Plan.
- National Parks – There is a free fee day this weekend at all National Parks, the CVB will publicize.

The following staff gave brief updates: Mike Russell, Jessica Lawrence, Heather Ainardi, Jessica Young, Joanne Hudson, and Joyce Lingenfelter.

B. Outside Agencies

The following outside agencies gave brief updates: Flagstaff Attractions, Flagstaff Lodging & Restaurant Association, and Downtown Business Alliance.

C. Chairman

None

6. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Minesh asked about Panhandling. Commissioners were given information about the Better Bucks Voucher Program. Chair Hasapis mentioned that if it truly and emergency you can call 211 for local information. Minesh Patel said they will have someone from the police department and Shadows Foundation at the next FLRA meeting to discuss the program to the lodging and restaurant association.

7. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: October 28, 2014, will be a mini retreat from 12:30-3:30 p.m.

8. ADJOURNMENT

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