



RETREAT MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

October 28, 2014 – 12:30-3:30 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.

12:30-1:00 Lunch

Chair Hasapis called the retreat to order at 1:00 p.m.

Director Hansen gave an overview of today's retreat and welcomed everyone.

1:00-1:30 Flagstaff Video/Industry Trends

Staff showed the Flagstaff Video to Commissioners. The video's link will be emailed to Commissioners.

Staff Mike Russell gave a brief overview on the CVB Social Media/Website.

1:30-2:15 FY15 Goals and FY16 Direction

– Travel Trade

Joyce Lingenfelter reviewed her program for Travel Trade. It was noted to keep the Germany trips etc.

– Meetings/Events

Jessica Young review her program for Meetings/Events. It was noted to attend some Government type tradeshow and continue with the AZ tradeshow.

– Visitor Services

Jessica Lawrence reviewed her program for Visitor Services. It was noted to reach out the Referral program to the Restaurants and to the ones who serve breakfast. It was also suggested to create an Orientation packet for front-line staff at hotels for basic information.

2:15-2:30 Break

2:30-3:30 FY15 Goals and FY16 Direction Continued

– Public Relations

Joanne Hudson reviewed her program on Public Relations. It was suggested to go forward with the professional developments, adding media missions, and start a conversation on changes in tracking and measuring media coverage. This item will be discussed more and placed on a future agenda.

– Marketing & Creative Service

Heather Ainardi reviewed her program on Marketing & Creative Service. Commissioners agreed to keep the Cool Zone for a second year and keep current on Flagstaff Videos and professional development for creative staff.

Film – Film inquiries have been increasing and Marketing has asked for additional monies for attending meetings and professional development.

Ms. Ainardi also mentioned that Flagstaff will be known as “Arizona’s Winter Wonderland” when designated by the Governor’s Office.

– Future Discussion for CVB Overall

- Director Hansen noted that future discussion and agenda items will include 1x monies, Other ideas, and Branding.
- Director Hansen also announced a farewell party is being planned for Stacey Button on December 1, 2014 at Little America. Invitations will be sent out soon.
- The CVB staff won the City Manager’s Award and will be recognized at the November 3, 2014 City Council meeting at 4 p.m. Everyone is invited to attend.

3:30 Adjourn

The meeting adjourned at 3:36 p.m.