



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

January 27, 2015 – 1:30 p.m.

Staff Conference Room – City Hall



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 Jamey 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, *absent*
Dino Dullbison, *present*
Jean Hockman, *present*

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

Others Present: David Borsheim, Dodie Fisher, Chris Shields, Vicki Burton, David Slipher, Lt. Lasiewicki, Rudy Gutierrez, Cristen Crujido

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. November 18, 2014

Commissioner Patel made a motion to approve the minutes of the November 18, 2014 meeting. Commission Shields seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. High Country Conference Center Update – Rudy Gutierrez, General Manager

Rudy Gutierrez updated the commission on the High Country Conference Center with a short presentation by offering a short History of the Conference Center, Meeting and event activity, monthly flow of activity, Current mix of business, Business trends, Revenue detail, and Recognition to our community.

B. Better Bucks Program – Vicki Burton, Shadows Foundation Director

Vicki Burton, gave a brief update on the Better Bucks Program and how it works, where to purchase, a list of businesses who are participating, one of which is the Visitor Center Police Lieutenant, Mr. Paul Lasiewicki also gave a short background on how this program started. For more information on this program you can visit the Better Bucks Program Facebook Page (<https://www.facebook.com/betterbucks>), on the Shadows Foundation Website (<http://www.shadowsfoundation.org/betterbucks/>), and on the Flagstaff Police Departments Website (www.flagstaffaz.gov)

C. Cool Zone Update – Heather Ainardi, Marketing and Public Relations Manager

Heather Ainardi gave a brief update about the new side rail wrap on the Cool Zone located on Jefferson Street Garage, downtown Phoenix. The thermometer was installed showing the temperature in Flagstaff and can also showcase other messages on the thermometer. The Cool Zone is close to Superbowl Central, and Flagstaff wraps are also on Lightrail Trains.

6. ACTION

A. Vote in Chair and Vice-Chair, Jamey Hasapis, Chair

Chair

In lieu of Mark Prices' absence, Ms. Hansen made his nomination for Commissioner Patel to be the Chair of the Tourism Commission. Commissioner Patel accepted the nomination. There were no other nominations.

MOTION:

Commissioner Pappas made a motion to nominate Minesh Patel for Chair. Commissioner Murphy seconded the motion; the motion was approved unanimously.

Vice-Chair

Commissioner Patel nominated Ruben Abeyta for the Vice-Chair on the Tourism Commission. There were no other nominations.

MOTION:

Commissioner Pappas made to motion to nominate Ruben Abeyta as vice chair. Minesh seconded the motion; the motion was approved unanimously.

7. REPORTS

A. Director

- New Commissioner: Director Hansen welcomes Ben Murphy as a new Commissioner.
- Kevin Schindler has resigned from the Tourism Commission. Director Hansen noted that other applicants are still on file and now an At-Large position is available on the Commission. She also said this should come back to council vote in February.
- Director Hansen thanked Commissioners that have expired terms Jean Hockman, Mark Price, and Jamey Hasapis.
- Coffee Klatch – There was no meeting in January as Director Hansen's duties included being appointed as Interim Economic Vitality Director until a replacement is hired, she will start again February
- Budget – Director Hansen will give an update at next month's meeting.

- Tourism Employee of the Year – Joanne Hudson, was awarded by the AzLTA (Arizona Lodging and Tourism Association).
- Creative Services Leadworker – Ralph Schmid, was hired and started, formerly the Art Director of the Arizona Daily Sun.
- Flagstaff Trend Report – Director Hansen will resend with December numbers.

The following staff shared their reports:

- Mike Russell – Snowplay and Dew Downtown
- Jessica Lawrence – Visitor Center numbers increases, the Heritage Preservation Commission (HPC) will fund the Platform at the Visitor Center. New Staff person, Christine Sahara will work the 16-hour week position.
- Anna Good – 1st Annual Chocolate Walk (33 businesses participating), will be on February 7th
- Ralph Schmid – Introduced himself and looking forward to report next month.
- Heather Ainardi – mentioned that the first Advent Calendar created by Laura Deppe, CVB Intern had 4000 hits and program went very well and will do it again next year. The 2015 Visitor Guides are printed and ready for distribution; contact Carrie at the CVB, designed by Jennifer Schaber with help from all staff in putting all the information together. Also mentioned CVB ad in certain publications.

B. Outside Agencies

The following outside agencies gave updates: Northern Arizona University, Flagstaff Attractions has a new representative, Cristen Crujido, Museum of Northern Arizona; Cristen will be reporting starting next month. Flagstaff Lodging & Restaurant Association (FLRA) – no information at this time. Flagstaff Arts Council - Jean Hockman announced their first Annual Report, available on website, flagartscouncil.org.

C. Chairman

No report at this time.

8. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Outgoing Chair announced the following:

- Will serve as emcee of Coconino Community College's 12th annual Palette to Palate on April 25, 2015.
- Appointed to Vice-Chair to the LGBT Caucus of the Arizona Democratic Party.

9. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- Budget Update
- Williams Chamber: Paid Commissions?
- Monthly Update of what's happening in the area.
- Hold a summer event: Water Slide

Next meeting date: **February 24, 2015**

10. ADJOURNMENT

The meeting was adjourned at 3:12 p.m. by unanimous consent.