



**MINUTES**  
**FLAGSTAFF CONVENTION AND VISITORS BUREAU**  
**TOURISM COMMISSION**

April 28, 2015 – 1:30 p.m.

Council Conference Room, City Hall, 211 W. Aspen Avenue, Flagstaff, AZ



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**

Vice Chair Abeyta called the meeting to order at 3:00 p.m.

**2. ROLL CALL:**

Minesh Patel, Chair, *excused*  
Ruben Abeyta, Vice-Chair, *present*  
Dino Dullbson, *present*  
Debbi Grogan, *present*

Ben Murphy, *present*  
Lori Pappas, *present*  
Susan Shields, *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.*

Jeff Meilbeck, Interim City Manager stated that he appreciates what the Commissioners do for the community as volunteers. Commissioners, Ad Hock and staff introduced themselves.

**4. APPROVAL OF MINUTES**

A. March 24, 2015

**MOTION:**

Commissioner Grogan made a motion to approve the March 24, 2015 minutes. Commissioner Dulbson seconded the mission, the motion was approved unanimously.

**5. NON-ACTION**

A. Budget Update – Heidi Hansen, CVB Director

Director Hansen stated that last week were the final budget meetings with council. Interim City Manager, Mr. Jeff Meilbeck did a great job of tying in base budgets and one time RSL's to the eleven Council goals. The final adoption of the budget will be approved Tuesday evening at the City Council Meeting. Commissioner Murphy asked about the eleven goals. Director Hansen will email to Commissioners.

Cheryl Cothran, NAU will speak on the Visitor Profile Survey Results at the council meeting tonight.

B. Visitor Survey Results – Heather Ainaridi, Marketing & Public Relations Manager

Heather Ainaridi, Marketing & Public Relations Manager, gave a brief overview of the Visitor Survey Results. Intercept study was conducted from February 2014 to January 2015.

C. Marketing Plan – Heather Ainardi, Marketing & Public Relations Manager

Heather Ainardi, presented the Marketing Plan – Advertising Budget.

\$537,365 has been allocated next fiscal year for the following:

Media Type:

- 60% online (display Ad, Search marketing, Video, Mobile, Social, Email & other)
- 17.6% Print (Newsprint, Regional Magazine, National Magazine, Local Print, Other)
- 17% out of home (coolzone, etc)(Billboard, Wallscape, Bus/Rail, Experiential, Digital)
- 1.8% Television
- 1.8%Radio
- 1.4% other (Rack Card Distribution, EventSponsorship, Downtown Banners)

Geographical Markets:

- AZ 37.4%
- California 22.1%
- Texas 7%
- National 18.6%
- International 11.3%
- Local 3.6%

Campaign

- General Messaging
- Visit Cool
- WinterWonderland
- Selfie Trail
- Local
- Meetings
- Weddings
- TravelTrade
- Route 66
- Events

**6. REPORTS**

A. Director

- VC Platform – Cannot start due to FRA issues, will be a carry over into next Fiscal Year
- 90<sup>th</sup> Year of Route 66 – Looking for Participation (i.e. dessert being created by Little America)
- Winter Wonderland Proclamation – will talk to Lobbyist tonight
- Dark Skies Lighting Code Committee – uphold lighting codes – turn off your lights when not in use
- Governors Conference – June 22-24, 2015
- Tourism Coffee Klatch – Started last month. Next one is in June.
- NAU Alumni Board Meeting – Director participated at the board meeting and alumni picnic. Gave out Cool Zone promo items and Flagstaff Visitor Guides.

Staff Reports: Jessica Lawrence, Visitor Center; Joanne Hudson, Public Relations; Joyce Lingenfelter, Tour & Travel Sales, Jessica Young, Meetings & Events Sales, Heather Ainardi, Marketing & Public Relations Manager, and

B. Outside Agencies

The following agencies reported: Nicole, Flagstaff Chamber of Commerce; Georgette Vigil, Northern Arizona University; Cristen Crujito, Museum of Northern Arizona, and JT Tannous, Flagstaff Arts Council.

Leslie Connell, Flagstaff Map, handed out the new edition of the Discovery Map.

C. Chairman

None

**7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS**

- Minesh Patel has resigned from the Commission as of today.
- Director Hansen opened up to the Commission of waiting to reappoint a new chair and vice-chair. All agreed to vote in new Chair and Vice-Chair at that meeting.

## **MOTION:**

Commissioner Shields made a motion to nominate Ruben Abeyta as the new Chair. Mr. Abeyta agreed to nomination. Commissioner Grogan seconded the motion; the motion was approved unanimously.

## **MOTION:**

Commissioner Dullbson made a motion to nominate Debbi Grogan as the new Vice-Chair. Ms. Grogan accepted the nomination. Commissioner Shields seconded the motion, it was approved unanimously.

- Ruben Abeyta stated that since that Flagstaff Tourism is the #1 Industry and with the current minimum wage issues, we need the tourism leaders need to bring this up and let the City Council know of your feelings towards minimum wage issue.
- Kevin Schindler's Article (informational)
- Commissioner Murphy wanted to inform the Commission that the Grand Canyon Gondola idea is being supported by Arizona Snowbowl Owner, Mr. Eric Borowski.

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

### Agenda Items:

- Grand Canyon Discussion
- Airport

Next meeting date: **May 26, 2015**

## **9. ADJOURNMENT**

The meeting adjourned at 3:32 p.m. with unanimous consent.