



## MINUTES

### FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

May 26, 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

Chair Abeyta called the meeting to order at 1:30 p.m.

#### 2. ROLL CALL:

Ruben Abeyta, Chair, *present*  
Debbi Grogan, Vice-Chair, *present*  
Dino Dullbson, *present*  
Ben Murphy, *present*

Lori Pappas, *present*  
Susan Shields, *present*  
(Vacant)

*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. April 28, 2015

#### MOTION:

Vice-Chair Grogan made a motion to accept the minutes from the April 28, 2015 regular meeting, Commissioner Dullbson seconded the motion; the motion was approved unanimously.

#### 5. NON-ACTION

A. Airbnb Update – Andy Wagemaker, Revenue Director

Economic Vitality Director Hansen invited Andy Wagemaker and Ranbir Cheema, Sales Tax Auditor to update the Commissioners on the Airbnb. Mr. Cheema noted that they are currently contacting those that are advertising so they can submit their permits and collect the city sales tax for their rentals. They are in the beginning process and welcomed the commissioners to reach out to them if they see there are people that should be contacted.

B. Visit Cool Sponsorship – Heather Ainardi, Marketing and Public Relations Manager

Mrs. Ainardi reported on the following: The Cool Zone has been approved for another year and currently undergoing a new design and a new sponsorship package. Some new ideas include encasing items in ice such as bicycles, hiking boots, trekking poles, etc...and will do a launch in Phoenix on July 3-4, 2015.

C. CVB Director Search Update – Heidi Hansen, Economic Vitality Director

Economic Vitality Director Hansen stated that they are going to conduct phone interviews for the position on Friday, June 12, 2015 for the first round, and then invite the top candidates for a personal interview which will include a meet & greet, and a meeting with CVB staff.

## **6. REPORTS**

### A. Director

- TripAdvisor – the Visitor Center has been awarded a Certificate for Best Service
- Hermes Award – the CVB has been given two awards: one for the Cool Zone and one for the Advent Calendar.
- AAED Conference – Jessica Young is working to secure this conference to come to Flagstaff.
- ICSC – Director attended the Shopping Center Show event and made some good contacts and will continue to update TC on new business for Flagstaff.
- Governor's Conference – June 22-24, 2015
- Jumpstart – Director will be attending the Airport/Airline Conference in Seattle.
- Living Wage – will be addressed at the June 2, 2015 City Council Meeting.
- Tourism Commission Appointment – New appointment will be made at the June 16, 2015 City Council Meeting. So please let those who are interested in joining the commission to fill out the application on the city website.

CVB staff also gave brief reports.

### B. Outside Agencies

The following outside agencies reported: Flagstaff Arts Council and Northern Arizona University Alumni.

### C. Chairman

Chair Abeyta congratulated Heidi Hansen on her new position as the Economic Vitality Director.

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

Chair Abeyta asked to look into the Grand Canyon Development. Director Hansen noted that this should be an issue for the Flagstaff Lodging & Restaurant Association as they can present to the Tourism Commission for support on this issue.

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

Next meeting date: June 23, 2015

Due to the Governor's Conference, Economic Vitality Director Hansen has offered to change the next Tourism Commission meeting to be held on June 30, 2015. Commissioners agreed to the new date change.

## **9. ADJOURNMENT**

The meeting adjourned at 3:22 p.m. with unanimous consent.