



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

February 24, 2015 – 1:30 p.m.

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

**1. CALL TO ORDER**

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

**2. ROLL CALL:**

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

Ben Murphy, *absent*  
Lori Pappas, *excused*  
Susan Shields, *excused*

Others Present: Heidi Hansen, Carrie Nelson, Laura Deppe, Joanne Hudson, Jessica Lawrence, Dave McIntire, Craig Rose, Michael Russell, Jennifer Schaber, Ralph Schmid, Georgette Vigil, and Jessica Young.

*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. January 27, 2015

**MOTION:**

Commissioner Dullbson made a motion to approve the minutes of the January 27, 2015 meeting. Chair Patel seconded the motion; the motion was approved unanimously.

**5. NON-ACTION**

A. Economic Development Update – Dave McIntire, Interim Community Investment Manager

Dave McIntire gave a short PowerPoint presentation on the Economic Development for Flagstaff.

**Economic Development**

**General Updates**

- Continuing to work with businesses to address their expansion, retention and attraction needs and wants where appropriate:
- NACET
- Seeking Council direction on potential development models for over 60 acres of land around the airport.
- Continuing to represent Flagstaff at various industry and economic development functions in and around the state (i.e. Bioscience roadmap, AAED rural committee, STEM Consortium, Arizona Commerce Authority, Arizona Technology Council, ECoNA BR&E Team).
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- Increasing interest in the remaining Auto Park lots with multiple parties in discussion. One offer accepted (Lot 11) and will be under contract shortly. There are others in discussion.
- Trax sale completed and development process is underway. Ground is moving on Sportsman's Warehouse.

- The Revolving Loan Fund program is in draft form and is intended for Council discussion in the near future although a date has not been set at this time.

## Community Design and Redevelopment

### *General Updates*

- Community Reinvestment Plan is going to be considered by City Council for approval.
- Reexamination of the Permit Parking Policy for neighborhoods near Northern Arizona University.
- Two Call To Artists for Public Art pieces.
- Aggressive public art and beautification capital plans with over ten projects.
- Flagstaff Arts Council just had a great annual report to the City Council.
- Removal of Midgley Building (Lion and the Lamb).
- Design work for La Plaza Vieja neighborhood planning process .

B. Beautification Update – Karl Eberhard, Community Design & Redevelopment Manager

Mr. Eberhard was not available to attend. Tabled to next March meeting.

C. Budget Update – Heidi Hansen, CVB Director

Director Hansen updated the Commissioners on the 1x requests and ongoing asks, to include:

- Coolzone
- Film
- Training
- Marketing to include Website Enhancements
- Familiarization Tour assistance due to AOT budget cuts
- Computer Software for Creative Services
- Visitor Center Uniforms, Bullpen Remodel

### **MOTION:**

Commissioner Grogan made a motion to recommend the additional funds needed for the CVB to the City Council. Vice-Chair Abeyta seconded the motion; motion was approved unanimously.

### **6. REPORTS**

A. Director

- Director Hansen welcomed new Commissioner Debbi Grogan.
- Coffee Klatch – Starting up again soon, check your emails for upcoming meetings.
- Webcam – Heather is working on Webcam, purchasing out of this year's funds, will be placed on the Visitor Center.
- Airline Conference – Director Hansen will be attending with Airport Director next week in Phoenix.
- Visitor Center Sign – Changing sign at the Visitor Center to match new sign at the CVB, working on final proof. Will bring to DCM.
- Visitor Center Platform – Working on Platform project. Waiting on discussion with ADOT to proceed.

CVB staff gave their brief updates for Public Relations, Marketing, Sales, and the Visitor Center.

B. Outside Agencies

The following Outside Agencies gave their brief updates: Flagstaff Lodging & Restaurant Association and Northern Arizona University.

C. Chairman

Chair Patel stated that he and Director Hansen were invited to speak at the Flagstaff Leadership meeting and enjoyed it.

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

None

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

Beautification Update – Karl Eberhard, Community Design & Redevelopment Manager

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

### **9. ADJOURNMENT**

The meeting adjourned at 3:04 p.m. by unanimous consent.