



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

March 24, 2015 – 1:30 p.m.

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

1. CALL TO ORDER

Vice Chair Abeyta called the meeting to order at 1:33 p.m.

2. ROLL CALL:

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

Ben Murphy, *excused*
Lori Pappas, *excused*
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.*

None

4. APPROVAL OF MINUTES

A. February 24, 2015

MOTION:

Commissioner Dullbson made a motion to approve the minutes from the February 24, 2015 meeting. Commissioner Grogan seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Coconino Parks Update – Judy Weiss, Coconino County Parks & Recreation Director

Judy Weiss, Coconino County Parks and Recreation Director presented a video and PowerPoint for the Fort Tuthill County Park which included the Fort Tuthill Master Plan and Implementations that have been made and are still being completed. She also presented the economic impact figures that Fort Tuthill provides the city overall. Fort Tuthill brings in \$10.5 million dollars to Flagstaff annually from several areas; North Pole Experience, Fair, Pepsi Amphitheater and Flagstaff Extreme. They know that 55% of their business is from out of town. Their focus is to be a visitor destination. There was also discussion on creating another snowplay area to help with 180 congestion. The Friends of Coconino County Parks are working on a fundraising campaign to raise \$1 million dollars to get the snowplay area off the ground.

B. Beautification & Public Art and Historic Preservation Update – Karl Eberhard, Community Design & Redevelopment Manager

Karl Eberhard, Community Design & Redevelopment Manager presented a PowerPoint presentation on the Beautification and Public Art projects in Flagstaff. He also mentioned VisionFlagstaff.com where you can propose projects or vote on current proposed projects. Discussion from the group was how to fix the pork chop area leading into Lucky Lane so visitors and locals understand the access road.

C. Budget Update – Heidi Hansen, CVB Director

Director Hansen updated the commission on the budget team review that happened at the end of March. The budget team plans to go to council in April approving all of our ONG and 1X asks. This is great news for the Tourism industry as it will allow the CVB to continue to market Flagstaff as a premier destination.

- Library Funds – The CVB partners with the Library helping them stay open extra hours daily by the use of funding in the Tourism fund. Director Hansen will continue to work with the library on tis partnership by

hopefully installing a Visitor Center display with an opportunity to let visitors know about Grand Canyon National Park passes, travel information, and more.

- Parks and Recreation Funds – The CVB was assisting Parks & Recreation \$98,000 for events. Discussion with budget team was we would only use \$20,000 of our fund balance to assist with fireworks which bring in a large visitor base.

Budget will go before council at end of April.

Commissioner Grogan stated that the CVB is doing a tremendous job.

6. REPORTS

A. Director

- Airline – The CVB Director and Airport Director have attended three airport meetings. Southwest, Allegiant, and Alaska Airlines. Alaska Airlines has requested additional information that Ms. Hansen and Mr. Helmick put together and sent as well as asking for a headquarter meeting in Seattle.
- Visitor Center Platform – The project should have started this month. Water issues and Amtrak are holding it up due to the desire to raise the platform. More to come on how it all transpires. If need be, we might have to ask for a carry-over of funds to FY16. Escape Fleet Vehicle – The CVB will wrap car to promote Flagstaff and Airport has agreed to pay for all costs.
- Winter Wonderland Proclamation – continuing our efforts for this designation. Our state lobbyist is trying to get this signed by Governor Ducey.
- Dark Skies Lighting Code – next meeting will talk about city and county's lighting code. Director invites participation and will let stakeholders know about the new meeting date in April.

The following CVB Staff gave their reports: Joanne Hudson, Public Relations; Jessica Lawrence, Visitor Center; Jessica Young, Meeting & Sales; Joyce Lingenfelter, Group Tours & Sales.

B. Outside Agencies

The following agencies reported: Northern Arizona University.

C. Chairman

None

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- Stakeholder event – April – National Tourism Week and new Visitor Profile
- Budget Meeting Recap
- Marketing Plans – April or May

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Agenda Items:

Next meeting date: **April 28, 2015**

9. ADJOURNMENT

The meeting adjourned at 3:03 p.m. at by unanimous consent.