



# MINUTES

## FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

September 22, 2015 – 1:30 p.m.

Council Chambers, 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 1:34 p.m.

### 2. ROLL CALL:

Ruben Abeyta, Chair, *present*

Debbi Grogan, Vice-Chair, *excused*

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. August 25, 2015

#### MOTION:

Commissioner Dullbson made a motion to approve the minutes of the August 25, 2015 regular meeting. Commissioner Shields seconded the motion; the motion was approved unanimously.

### 5. NON-ACTION

A. Annual Report – Heather Ainardi, Marketing and Public Relations Manager

Heather Ainardi, Marketing and Public Relations Manager gave a brief update on the CVB's Annual Report & Marketing Plan with the following topics:

#### **Executive Summary**

- Industry Stats
- Marketing
- Advertising
- Online Marketing
- Public Relations
- Travel Trade
- Meetings & Events
- Visitor Services
- Community Relations
- Budget

B. NAU Homecoming Video – Stephanie Smith, Chair, NAU Homecoming External Stakeholder Committee

Stephanie Smith, Chair, NAU Homecoming External Stakeholder Committee gave an update on the plans for NAU Homecoming that include the following:

- Parade has been changed to NAU Campus
- Family Fun Zone - Open to Flagstaff Community on Saturday
- Football kick-off at 4 p.m. with tailgate events on south campus
- Outreach has begun in the Community and Region

- Pep Rally at City Hall on Oct. 20<sup>th</sup> at 6 p.m. During the City Council Meeting.
- Carnival on Campus – will be for students only.
- The game is a “gold out” theme

Chair Abeyta has suggested that the outreach should go to hotels so that some staff can wear their NAU gear while at the front desk, etc. Commissioner Pappas agreed and perhaps get businesses involved to purchase gold t-shirts to give away at their businesses. More ideas will be presented to the committee.

#### C. Selfie September Tour – CVB Staff and Tourism Commissioners

The selfie tour was put on hold due to the weather.

Georgette – applauded staff on the Selfie Trail idea and map. She has seen visitors take selfies on NAU campus and she suggested promoting the Selfie Trail during NAU Homecoming.

## 6. REPORTS

### A. Director

- CVB Director Search – The CVB Director position has been reposted and closes on October 2, 2015.
- TC Commission Retreat – The retreat will be scheduled in November and a date and time will be determined by EV Director Hansen sending out a Survey Monkey. Commissioners agreed to have it the week before the Thanksgiving holiday.
- Airline Update – Heidi will give an update at the October meeting.
- Community Development – working on ideas with murals. EV Director Hansen has invited the Commissioners to attend Beautification & Public Art and Heritage Preservation Commission meetings. She will have Carrie send out agendas to these meetings.
- Economic Development Conference – EV Director attended and the Business Accelerator brochure won an award at almost no cost to print using the local newspaper to help sell advertising in the piece.
- Business Attractions team – helped with 11 Retail Businesses in Flagstaff this past year.

The following staff departments gave their updates: Public Relations, Meeting Sales, Tour & Travel, Visitor Center, and Marketing.

### B. Outside Agencies

The following Outside Agencies reported: NAU Alumni and Flagstaff Attractions.

Chair Abeyta mentioned he would like to see the local Attractions come up with a discounted pass.

### C. Chairman

Chair Abeyta mentioned that the hotels have seen a lot of efforts from CVB come through. The videos are amazing and new technology makes it easier to create these pieces. He supports the CVB as they are good for tourism and good for this community. He has asked Commissioners to be more involved in the Beautification, Parks, and Recreation.

EV Director Hansen will ask Mr. Karl Eberhard to the next meeting and give an update in October.

Chair Abeyta also commented that the traditional end of season come to end soon but sees the seasons as a Flagstaff year round destination.

## 7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Shields mentioned that the Holiday Lights will start on November 20<sup>th</sup> and the start of the North Pole Experience through the end of December.

Commissioner Shields also agreed to the Attractions pass idea, and mentioned maybe the Attractions partner with hotels for a discount.

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

Agenda items: CD Updates, Business Attraction, Airline Update

Next meeting date: October 27, 2015

**9. ADJOURNMENT**

The meeting adjourned at 3:02 pm by unanimous consent.