



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

October 27, 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 1:32 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, *excused*  
(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. September 22, 2015

**MOTION:**

Vice Chair Grogan made a motion to approve the minutes from the September 22, 2015 meeting. Commissioner Dullbson seconded the motion; the motion was approved unanimously.

**5. NON-ACTION**

A. Business Retention & Expansion Update – John Saltonstall, BR&E Manager

John Saltonstall, Business Retention & Expansion Manager, gave a short presentation on Economic Development and went over the Regional Plan Goal ED.3.

Chair Abeyta noted that the hotel/restaurants do help the corporate businesses who come to Flagstaff and contribute to the BBB funds.

Commissioner Murphy asked how much of the BBB taxes pay for this economic development? It was answered that 9.5% of the BBB taxes is put into Economic Development..

B. Business Attraction Update – Gail Jackson, Business Attraction Manager

Gail Jackson, Business Attraction Manager gave a short presentation on Business Attractions in Flagstaff. The following were completed and some are still being worked on:

- New Business Accelerator at Innovation Mesa
- City ED staff managed the sale of lot 11 in the Auto park/Lot 12 in escrow
- Economic Development staff led the state Veterans Home project slated for McMillan Mesa

- Airpark Development
- Rack card at Cool Zone created
- Choose Flagstaff Flyer created and used at ICSC
- Editorial articles written for Flagstaff Business News
- Multiple presentations to local groups
- Updates have been made to chooseflagstaff.com

Commissioner Pappas stated that it is nice to drive through Flagstaff to see all the new retailers and businesses. She appreciates the hard work.

#### C. Community Design Update, Mark DiLucido, Community Design Project Coordinator

Mark DiLucido, Community Design Project Coordinator, gave a short presentation of the Community Design Update with a pictures and a PowerPoint.

### 6. REPORTS

#### A. Director

- CVB Director Meet and Greet – Wednesday at 2:30-3:30 p.m. @ Visitor Center
- Airline – No update but possible some news in November
- VC Platform – still working on the platform – hope to see work in Spring
- Route 66 - 90<sup>th</sup> Anniversary – Marketing has designed some new Journal Books for this occasion
- Winter Wonderland – did receive the Governor's Proclamation
- Tourism Commission Retreat – will be on December 4, 10 a.m.-3 p.m. @ Airport
- City Council Meeting regarding Tourism Appointments – Council has voted that at this time any applicant can sit on a vacant seat. . Councilmember Evans has requested a CCR for a later council meeting date. Director Hansen also mentioned that this item can be placed on the council agenda if it is requested through her.
- Airport Escape Vehicle – The Escape has been wrapped and showcases Flagstaff. There are many opportunities to showcase Flagstaff in the coming months with the branding.

Mr. Craig Rose, Visitor Center gave a short update on the Visitor Center:

- September walk ins up 2% from last year
- Four new displays will be set up at the Visitor Center
- Selling NAIPTA bus passes on a trial basis and they have already sold some

#### B. Outside Agencies

Jasmine Barber-Winter, Flagstaff Attractions gave a report on attractions and events.

#### C. Chairman

Chair Abeyta noted that the Tourism Commission was created when the BBB was also created. Back then the Hoteliers wanted to be taxed to fund Marketing programs. When the funding became enough part of the funds went to other sources such as Beautification & Public Art, etc. He stated that the BBB funds these others, and maintain integrity and believes integrity should be held up in the Tourism Commission and the seats that fill the Commission. Director Hansen let the group know that the CCR will go out later this week to Council and City Leadership, there will be more discussion thereafter. She will keep the entire group posted.

### 7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Pappas, Suddenlink unveiled that 1G WIFI speed is available to all residents in Flagstaff

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

#### Agenda for next month:

- Agenda items for the retreat – BBB funding, what the breakdown is and what it goes to, and talk about CVB roles for events and discuss.
- Grand Canyon

Next meeting dates are as follows:

- November and December - Cancelled.
- December 4, 2015 - Tourism Commission Retreat
- January 5, 2016 - Special Tourism Commission meeting for Budget purposes.

## **9. ADJOURNMENT**

Chair Abeyta adjourned the meeting at 3:00 p.m. by unanimous consent.