



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

June 30, 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

Vice-Chair Grogan called the meeting to order at

2. ROLL CALL:

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

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

Others Present: Heidi Hansen, Carrie Nelson, Heather Ainardi, Nicole Benko, Cristen Crujido, Joanne Hudson, Terry Madeksza, Craig Rose, 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. ~~April 28, 2015~~ A. May 26, 2015

MOTION:

Commissioner Pappas made a motion to approve the May 26, 2015 meeting minutes. Commissioner Shields seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Downtown Business Alliance Update – Terry Madeksza, DBA Director

Terry Madeksza gave an update on the Downtown Business Alliance via PowerPoint and noted some highlights that have been accomplished:

Adopted 2014-2015 budget and key priorities: Management, Parking, Advocacy, Communication, Brand/Identity, and Hired her as the Executive Director for the downtown district.

DBA Efforts to date include: Partners, Communication, Movies on the Square, and Meet Me Downtown (weekly walks to be implemented in August 2015)

Ms. Madeksza suggested to sign up for the Newsletter and if you have any questions to email her at terry@flagdba.com.

B. nSight Update – Heather Ainardi, Marketing and Public Relations Manager

Heather Ainardi gave an nSight update and explained that nSight is the largest database of travel shopping and gave some visitor number updates.

C. Arizona Travel Impacts 2014 – Heidi Hansen, Economic Vitality Director

Economic Director Heidi Hansen gave a short presentation of the Arizona Travel Impacts & Portrait of the Arizona Traveler as given at the recent Arizona Governor's Conference on Tourism. The link to the 101 page report will be sent out.

6. REPORTS

A. Director

- Meet & Greet - CVB Director Candidates will be on July 31, 2015 at the Visitor Center from 5-6:30 p.m.
- Governor's Conference on Tourism – Good Conference. Joanne Hudson stated that the CVB nominated Henry Taylor and Sam Green, owners of The Weatherford Hotel who won the 2015 Arizona Preservation Award.
- Jump Start Airline Conference – attended with Barney Helmick and Jerene Watson. Scheduled four appointments, and one last interested appointment who attended to meet with Flagstaff. Great meetings with two interested parties.
- Tourism Commission Appointments – this will be on the City Council Agenda for the July 21, 2015 meeting.
- New City Manager – Josh Copley has been appointed the new City Manager for an 18 month period and current Interim City Manager Jeff Meilbeck will move back to NAIPTA in September.

The following CVB Staff gave their reports: Ralph Schmid, Creative Services; Craig Rose, Visitor Center; Heather Ainaradi, Marketing; Jessica Young, Meetings, and Joanne Hudson, Public Relations.

B. Outside Agencies

The following Outside Agencies gave their reports:

- Georgette Vigil – Northern Arizona University Alumni
- Cristen Crujido – Attractions numbers for May 2015
- Nicole Benko– Flagstaff Chamber of Commerce

C. Chairman

None

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Lori Pappas will not be at the July meeting.

Comissioner Grogan – Report on Events that happen within Flagstaff and track visitation. Economic Vitality Director Hansen has asked Ms. Grogan to take on this project as staff is already doing so much as this is the peak visitor season.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: No July meeting – August 25, 2015

MOTION:

Commissioner Murphy made a motion to cancel July 2015 meeting and reconvene in August 2015. Commissioner Pappas seconded the motion; the motion was approved unanimously.

ADJOURNMENT

The meeting adjourned at 3:25 p.m. by unanimous consent.