



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

August 25, 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

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, *absent-excused*

Lori Pappas, *absent-excused*

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. June 30, 2015

MOTION:

Vice-Chair Grogan made a motion to accept the June 30, 2015 minutes. Commissioner Dullbson seconded the motion; the motion passed unanimously.

5. NON-ACTION

A. Arizona Snowbowl Update – Jason Stratton, Arizona Snowbowl Marketing Manager

Jason Stratton, Arizona Snowbowl Sales & Marketing Manager gave a brief update on Arizona Snowbowl's Capital Improvement Plan that includes: a new chairlift that is slated to open for Christmas 2015, and a new partner Mr. James Coleman, plans to build another chairlift next year, new trails to ski, and more improvements in the coming year.

B. CVB Director Search Update – Heidi Hansen, Economic Vitality Director

Heidi Hansen, Economic Vitality Director informed the Commissioners that an offer was made but declined from one of the candidates. She will meet with the Deputy City Manager and discuss options for moving forward and will update the commission and staff with next steps.

C. Visit Cool Campaign Update – Heather Ainardi, Marketing and Public Relations Manager

Heather Ainardi, Marketing and Public Relations Manager gave a brief update on the #VisitCool campaign launch and showed a PowerPoint of the launch weekend.

6. REPORTS

A. Director

- AzLTA – Debbi Johnson was appointed as the new AOT Director and Sherry Henry has resigned. Governor Ducey is leading a charge to re-brand Arizona. Director discussed how she has reached out to partners to make sure Flagstaff, our mountain town, gets represented.
- EV Director and Airport Director continue to work on 2nd Airline – nothing new to report
- Visitor Center – working on a new sign that goes along with our branding. Also, working on signage on I-17 with ADOT.
- Cool Zone - Rack Cards at the cool zone this year along with a card for Economic Development.
- September 2nd – Celebration for 4th Street Corridor at 4:30-5:30 p.m. Everyone is invited.
- City Leadership changes – Josh Copley is the new City Manager and Barbara Goodrich is our new Deputy City Manager.
- Flagstaff Trend Sheet – will resend newest report – restaurants are low. Chair Abeyta mentioned the low numbers could be because of the free breakfasts offered at some hotels.
- Better Bucks Program – FPD and Shadows program. The Visitor Center purchased 100 booklets and has extra to give to hotels if needed. Call the Visitor Center for these books.

The following gave their staff reports: Public Relations, Sales, Marketing, and the Visitor Center.

B. Outside Agencies

The following organizations gave their report: Northern Arizona University Alumni Association and Flagstaff Lodging and Restaurant Association.

C. Chairman

Chair Abeyta also stated how important Tourism dollars are and he would like everyone to know that the 4th Street Beautification is paid for by tourism dollars and how important the BBB is to the community.

Chair Abeyta mentioned that the CVB is doing a great job with all their recent work, and is very impressed with #VisitCool.

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- Sept. 17-19 Flagstaff Star Party, opening at NACET on Thursday with many other activities planned, see website for more details.
- The Business Accelerator Grand Opening vendor section was passed out to Commissioners.
- Susan Shields, Little America Sales stated that they are completing more work on the hotel.
- Debbi Grogan, Vice Chair, shared that Flagstaff Oktoberfest, Oct. 3rd.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- Annual Report, Heather Ainardi
- Beautification Projects – Karl Eberhard

Next meeting date: **September 22, 2015**

9. ADJOURNMENT

The meeting adjourned at 3:06 by unanimous consent