



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

February 23, 2016 – 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 1:30 p.m.

2. ROLL CALL:

Ruben Abeyta, Chair, [present](#)

Susan Shields, [present](#)

Debbi Grogan, Vice-Chair, [present](#)

Dino Dullbson, [present](#)

Ben Murphy, [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.

Others Present: [Heather Ainardi](#), [Cristen Crujido](#), [Joanne Hudson](#), [Matthew Krelle](#), [Jessica Lawrence](#), [Jordan Mauck](#), [Carrie Nelson](#), [Michael Russell](#), [Jennifer Schaber](#), [Ralph Schmid](#), [Jessica Young](#), and [Trace Ward](#).

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. January 5, 2016

MOTION:

Vice-Chair Grogan made a motion to approve the minutes from the January 5, 2016 meeting. Commissioner Shields seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Lights Out Program – Tamara Lawless

Ms. Lawless stated that this is the 3rd year of Lights Out Flagstaff. The event is held on March 25-26 with the kick-off in Heritage Square on Friday evening and ends with free admission at Lowell Observatory on Saturday evening. Outreach for this event is sent to schools, businesses and locals. Promotional banners will also be on poles downtown.

B. Downtown Business Alliance and Dew Downtown Update – Terry Madeksza

Terry Madeksza, Downtown Business Alliance Executive Director gave a brief update of Dew Downtown, held on Saturday, January 30. The intent was to try to bring people downtown and drive business into retail businesses. The result was successful 5000-6000 people attend the event that included: Dog sled races, attractions that reduced the use of water, slide, ice-skating rink, and a giant snow globe. The business

communities said they did well. Surveys suggested a two-day event for next year. The Dew Downtown Ski & Snowboard competition was held at the Arizona Snowbowl to conserve water. More information will be available in April and Ms. Madeksza would like to return and update the Commission.

C. Parking Ordinance Update – Karl Eberhard

Mr. Eberhard updated the Commission on the Parking Ordinance. He stated that 1 ½ weeks ago the Council read the 1st Ordinance. This plan has the support of the stakeholders involved. The City Council made some changes to the Ordinance including:

- Residential permit parking programs for areas surrounding downtown. The goal is to create a system so those residents have parking. This will cover the north-end neighborhood area.
- Pay to park Kiosks that can be managed at the Kiosk or via Cell Phone App. The parking fees will be different during different times of the day.
- Employee Parking Program – creating an employee parking permit program. The city is working on securing some parking lots downtown.
- Revenues collected will be dedicated to parking. 20% each year will go directly to parking and the other 80% will go to other costs as needed.
- Pay to park in commercial areas
- Enforcing parking areas in downtown

Two goals of the Parking Ordinance:

- Use resources we already have more efficiently
- Construct Parking: service parking or parking garages.

Questions to Mr. Eberhard:

- Chair Abeyta – Chase Bank has a parking lot, will this be usable? Mr. Eberhard answered that it will remain private parking but would like to work with Chase and possibly have some paid parking spots.
- Vice-Chair Grogan asked is there a plan to keep employees from parking in front of the business they work at? Mr. Eberhard stated that the employees can park there if they can afford to pay the cost of all day parking in these spots.
- Commissioner Shields asked about the proposed Hotel downtown and how will their parking work? Mr. Eberhard answered that Marriott will provide parking for their guests and possibly use the old Enterprise parking lot as well.
- Vice-Chair asked when will the parking start? Mr. Eberhard answered that they cannot start until July 1st. The parking and meters may start in September.
- Commissioner Murphy asked what the projected income is for the Parking Ordinance. Mr. Eberhard answered that working off the parking study, and based on that, it is about a million dollars, working cost is about \$600,000 and the rest would go into a capital account. The City would lease the meters, and they currently have approximately 430 spaces and when the parking ordinance goes into effect the City will manage over 3,000 spaces.
- Commissioner Dullbson asked if the parking is being considered for the proposed housing project on Mike's Pike. Mr. Eberhard answered yes, they have been told there will be metered parking all around that area.

If you have any questions please contact Karl Eberhard at keberhard@flagstaffaz.gov. Mr. Eberhard will come back and update the Commission at a later date.

6. REPORTS

A. Director/Market Update

Director and staff gave a presentation of what was completed in January 2016 by staff. (PowerPoint attached)

B. Outside Agencies

Cristen Crujido, representing the Flagstaff Attractions stated that the January numbers are down in attendance due to snow and mentioned a few events coming up:

MNA – Slide Fire Exhibition, and Author Lecture Series

Flagstaff Arts Council – Youth Art, Greg Brown in Concert, and their annual Viola Awards

Chairman Abeyta gave a brief update regarding Flagstaff Lodging and Restaurant Association with the Sign Ordinance that was created years ago to prevent hotels from posting room rates on signs and is currently having issues with Motel 6 properties in Flagstaff. Commissioners would like to invite Mr. Roger Eastman to the next meeting to update the Commission on the Ordinance and what is being done with Motel 6.

C. Chairman

No report at this time.

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Commissioner Murphy mentions the Grand Canyon's Back Country Management Plan and the public input they are seeking. He asked everyone to talk to local politicians to get the word out to not support this proposal.

Vice-Chair Grogran stated the Brews & Blues tickets will go on sale March 1, 2016

Commissioner Shields mentioned that the construction is starting at Little America, the meeting rooms are currently closed, but the property is fully operational.

Commissioner Dullbson mentioned all the rooms are completed at the Comfort Inn.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- Back Country Management Plan Discussion
- Sign Ordinance Discussion – Roger Eastman
- Grand Canyon Heritage National Monument Discussion

Next meeting date: **March 22, 2016**

9. ADJOURNMENT

The meeting adjourned at 3:18 p.m. by unanimous consent.