



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

March 22, 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**

Vice-Chair Grogan called the meeting to order at 1:32 p.m. and she welcomed the two newest Commissioners: Mr. Tom D'Agostino and Ms. Lynda Fleisher.

The Vice-Chair also called for a Moment of silence for the victims in the recent Brussels bombing.

**2. ROLL CALL:**

Ruben Abeyta, Chair, **excused**  
Debbi Grogan, Vice-Chair, **present**  
Tom D'Agostino, **present**  
Dino Dullbson, **present**

Lynda Fleischer, **present**  
Ben Murphy, **absent**  
Susan Shields, **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.*

**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. February 23, 2016

**MOTION:**

Commissioner Dullbson made a motion to approve the minutes from the February 23, 2016 meeting. Vice-Chair Grogan seconded the motion; the motion was approved unanimously.

**5. NON-ACTION**

A. Regional Transportation Plan Update and Input – Dave Wessel, FMPO Manager

Dave Wessel, FMPO, gave a short presentation on the Regional Transportation Plan.

Questions asked by Commissioners were:

- Commissioner Dullbson asked if he see's ridership going up in public transportation? Yes, since 2001. Have you considered running express buses from the mall to 4<sup>th</sup> street during busy hours. Mr. Wessel answered that NAIPTA is completing a study from transportation from the Airport to the mall.
- Vice-Chair Grogan asked if the city is working with NAU and possibly use the south parking lot park and bus tourists to downtown? Mr. Wessel mentioned that Mr. Karl Eberhard is completing a parking study to include what the revenues from meters would create parking structures and neighborhood parking permits.

Mr. Wessel encouraged Commissioners to participate in the Flagstaff Community Forum and fill out on-line surveys.

B. Hotel Signage & Code Enforcement – Roger Eastman, AICP, Comprehensive Planning and Code Administrator

Roger Eastman, CPCA, updated the Commission on the recent signage issues with Motel 6.

The 2005 Ordinance that was developed was to prevent hotels/motels from posting room rates on freestanding signs. The purpose of this ordinance was to prevent bait & switch activities which at that time Flagstaff was getting a bad reputation for. The Ordinance simply states that you cannot post rates, but if you do, there are other steps to take before you do with one being that you have to apply three months in advance of posting rates.

In October 2015 Mr. Eastman received a complaint about Motel 6 and their posting of rates on their signs. During that time Motel 6 did have a several violations: their static light display, rate posting on sign board, and letters should be 8" tall. Motel 6 had no idea there was an ordinance for this. As of today all three Motel 6 motels are in compliance.

Mr. Eastman suggested to F.L.R.A. to clean up and clarify the Ordinance at a previous meeting. The commissioners are willing to update the Ordinance.

Commissioner Dullbson suggested to give a copy of the Ordinance to new property owners who open or purchase hotels in Flagstaff so they can be in compliance.

**6. REPORTS**

A. Director/Market Update

Trace Ward, Director gave a short PowerPoint for the CVB and Visitor Center reports for February 2016. (PowerPoint attached).

B. Outside Agencies

Attractions visitation numbers report was handed out. Outside agencies were not in attendance.

C. Chairman

None

**7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS**

Commissioner Dullbson asked when the lunar eclipse happening in Flagstaff. It was answered that the Lunar eclipse will be Wednesday morning just after dawn and would be difficult to see in the US.

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

▪ Sign Code Update

Next meeting date: **April 26, 2016**

**9. ADJOURNMENT**

The meeting adjourned at 2:57 p.m. by unanimous consent.