



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

May 24, 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

Chairman Abeyta called the meeting to order at 1:00 p.m.

2. ROLL CALL:

Ruben Abeyta, Chair, [present](#)
Debbi Grogan, Vice-Chair, [present](#)
Tom D'Agostino, [present](#)
Dino Dullbson, [present](#)

Lynda Fleischer, [present](#)
Ben Murphy, [present](#)
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. March 22, 2016

MOTION:

Commissioner Dullbson made a motion to approve the minutes with the addition that commissioner Murphy be marked at absent-excused for the March 2016 meeting. Commissioner seconded the motion; the motion was approved unanimously.

5. NON-ACTION

A. Arizona Snowbowl Update – J.R. Murray, AZ Snowbowl Manager

JR Murray, Arizona Snowbowl presented an end of season recap for Arizona Snowbowl with the following:

They are working on the following:

- Looking Forward to 2016-2017
- Season Passes for everyone
- Revenue Growth
- Increase partner Hotel Sales
- Increase Group Sales
- Renovate Rental Shop
- Additional covered dining
- Grand Canyon Express Chairlift

Future

- Addition to the Hart Prairie Lodge
- Replace the Hart Prairie lift
- Replace the Agassiz Lift
- Summer Activities

Challenges & Opportunities

- Continued education of the marketplace
- Aggressive Marketing
- Cold temperatures and snowmaking windows
- Natural Snowfall
- Traffic
- Summer 2016 - Summer Scenic Chairlift for 7 day operation

Recap:

Mr. Murray stated that 20 million dollars has been put into ski area in last 5 years. Approaching another 20 million dollars and generate a generous impact to the City. Looking at rebranding and a new website. Looking at no off season, open all season long. Make Flagstaff more attractive for in-state and out-of-state guests.

Chair Abeyta thanked Mr. Murray for his presentation.

6. REPORTS

A. Director/Market Update

Trace Ward, Director and Staff updated the Commission on Marketing, Public Relations, Social Media, Meetings & Events, Travel Trade Sales & Marketing, and the Visitor Center. (Presentation attached)

Vice-chair Grogran thanked the CVB for everything they do and changes have been phenomenal.

B. Outside Agencies

Cristen Crujido, Flagstaff Attractions reported on the monthly report for April. All attractions have shown a drop in attendance. Some events coming up are:

- MNA – Finished Zuni Festival this weekend, summer concerts
- Pioneer museum – Events planned
- The Arboretum at Flagstaff – spring plant festival and Eco Explorer summer camp begins June 14.

C. Chairman

Chair Abeyta, thanked staff and has seen new changes when Mr. Ward, Director started at the CVB.

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Susan – Thanked CVB for RevPar report and added that Little America is finishing renovations.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Agenda Items:

- Presentation on CVB funds
- Banner Placement and Advertising Downtown
- Landmarks in Thorpe Park – what dollars can go to that

Next meeting date: **June 28, 2016**

9. ADJOURNMENT

The meeting adjourned at 3:03 p.m. by unanimous consent.