



MINUTES
FLAGSTAFF CONVENTION AND VISITORS BUREAU
TOURISM COMMISSION

January 24, 2017 – 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 Grogan called the meeting to order at 1:43 p.m.

2. ROLL CALL:

Debbi Grogan, Chair

Lynda Fleischer, Vice-Chair

Tom D'Agostino

Dino Dullbson

Ben Murphy

Susan Shields

Caleb Schiff

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.

Staff Present: Jessica Lawrence, Joyce Lingenfelter, Mike Russell, Joanne Hudson, Jessica Young, and Lori Pappas.

Others Present: Sarah Hollstein, Zoé Arens, Marian Eberhard, Luis Kuchnowurd, Raisa Auntt, Brett Zornes, Krista Orlebuk, Emily Filts, Chay Strieg, Brian Wallace, Janet Dean, Sarah Monnens, Annika Siegling, Saqudine Bonn, and Victoria Diedzie.

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.*

4. APPROVAL OF MINUTES

A. December 19, 2016 Retreat

Commissioner D'Agostino made a motion to approve the retreat minutes of the December 19, 2016 Retreat.

Commissioner Dullbson seconded the motion. The motion was approved unanimously.

5. DISCUSSION

A. Overview of the APS Rate Review – Janet Dean, Community Affairs Manager

Tabled

6. REPORTS

A. Director/Market Update

Director Ward is asking for a recommendation today for the FY18 Budget.

Director and Staff gave reports from November and December 2016 to Commissioners.

B. Outside Agencies

None

C. Chairman

None

7. ACTION,

A. FY18 Budget Review and Recommendation – CVB Staff

Director and Staff gave budget presentations for the following: Administration, Marketing & Creative, Public Relations, Tour & Travel, Sales, Meeting Sales, and Visitor Center.

Discussion and follow up was requested for the following budget items:

- Marketing & Creative: Commissioners asked about the Fiesta Bowl Float and what will be included on the float? Director Ward and Ms. Pappas stated that the staff will come back with ideas as to what the float will entail.
- Website: Commissioners asked what the Budget was for a new website and what did the CVB spend the last time the website was updated. It was answered that it cost approximately \$30,000 and hope to spend the same amount for the new site and will go out for bid for the new site. Commissioners agreed that they may want to add additional funds for a nicer, more up-to-date website. Staff will again come back with more information.

MOTION:

Commissioner made a motion to recommend and approve the presented budget and have staff come back with the Fiesta Bowl Float information and Website information to the next meeting. Commissioner Dullbson seconded the motion. The motion was approved unanimously.

Commissioner D'Agostino asked the Director Ward for a copy of the line item budget. Director Ward will put the line item budget together and send to the Commissioners.

8. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- Jan 31 – Meeting at Grand Canyon, email information to Director Ward
- Feb. 11 Chocolate walk

9. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Agenda:

- Presentation from Flagstaff Arts Council regarding www.flagstaff365.com
- More information on Fiesta Bowl Float

Next meeting date: **February 28, 2017**

10. ADJOURNMENT

The meeting adjourned at 3:23 pm by unanimous consent.