



RETREAT MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

December 19, 2016 – 8:30 a.m.-11:00 a.m.

NACET Incubator, 2225 N. Gemini, Flagstaff, AZ 86001

Welcome – Trace Ward

Director Ward welcomed Commissioners and Staff to today's retreat. The retreat started 8:36 a.m.

Current CY16 Metrics

General Direction Looking into FY18

Director Ward went over the following:

- Calendar YTD Accommodation Indicators
- Attractions Numbers
- What travelers are looking for
- Trending

Marketing

Lori Pappas, Marketing & Public Relations Manager went over the following:

- Target Markets
- Marketing Trends
- Marketing Focus
- Marketing Rule of 5

Media & Film

Joanne Hudson, Public Relations Specialist went over the following:

- Current Trends in Public Relations
- Public Relations Proposed Activities
- Film Strategy
- Film Proposed Activities

Creative Services

Ralph Schmid
Jennifer Schaber
Michael Russell

The Creative Staff went over the following:

- Website
- Social Media
- Print Collateral

International Sales

Joyce Lingenfelter, Travel Trade Sales went over the following:

- FY18 Travel Trade Strategy
- FY18 Focus
- Global Market reds

- Tour & Travel – Reaching & Tour Operators in FY18
- Brand USA Marketing

Meeting Sales

Jessica Young, Meeting Sales went over the following:

- FY18 Strategy Statement
- Trade Shows & Conferences
- Sales Missions & FAMs
- Conference Services
- Meetings & Event Marketing
- Meetings & Events Incentive Program
- Enhance Website

Visitor Services

Jessica Lawrence, Visitor Services Manager went over the following:

- FY18 Strategy
- FY18 Focus

Any Final Group Discussion

Chair Grogan asked about Flagstaff365.com and would like additional information on how this product is paid for and marketed. Chair Grogan had a suggestion to change the tab on the CVB website from “365” to “Events.” Director Ward noted that the CVB invests \$12,000 a year into this product along with staff time for both CVB and Flagstaff Arts Council. And, that he would be happy to provide additional information in memo form to the Commission prior to the next meeting in January.

Commissioner Schiff asked about the Minimum Wage proposition that was passed. How have other tourism cities dealt with this issue. It was stated that the CVB would look into it, but currently it is not a tourism issue.

Adjourn

The meeting adjourned at 3:30 p.m. with unanimous consent.