



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

February 28, 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 1:48 p.m.

Chair Grogan introduced Joe O'Donnell, new Commissioner to the group.

2. ROLL CALL:

Debbi Grogan, Chair, *present*

Lynda Fleischer, Vice-Chair, *present*

Tom D'Agostino, *excused*

Dino Dullbson, *excused*

Ben Murphy, *excused*

Joe O'Donnell, *present*

Caleb Schiff, *present*

Others present: Cristen Crujido, Karl Eberhard, Heidi Hansen, Joanne Hudson, Jessica Lawrence, Joyce Lingenfelter, Lori Pappas, Mike Russell, Jennifer Schaber, Ralph Schmid and JT Tannous.

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. January 24, 2017

MOTION:

Vice-Chair Fleischer made a motion to approve the minutes of the January 24, 2017 meeting. Commissioner Schiff seconded the motion. The motion was approved unanimously.

5. DISCUSSION

A. Downtown Parking Update, Karl Eberhard, Community Design & Redevelopment Manager, City of Flagstaff

Karl Eberhard, Community Design & Redevelopment Manager, gave a brief update downtown parking.

- Meter bases are being installed in the downtown area
- Sign posts are also being installed
- Software is also being set up to start the parking process
- Jobs postings have been posted for three of the available four positions
- The start date has been pushed to July 2017 for parking

To learn more about this visit their Facebook page at www.facebook.com/ParkFlag

B. Report on www.flagstaff365.com, J.T. Tannous, Director, Flagstaff Arts Council

JT Tannous, Director of Flagstaff Arts Council gave an update on flagstaff365.com.

Created a partnership with Flagstaff CVB after Showup.com had come and gone as the events website for Flagstaff. Mr. Tannous liked the program, created a similar program with Artsopolis Software Network and approached the CVB to begin a partnership. This has proved to be a strong resource for the Flagstaff community and employ staff and interns who look and update events that may be missing from the calendar. It is a collaborative effort with the CVB.

The costs to have this software program consists of the following:

- Software license: \$3,000
- Staffing \$10,500
- Overhead \$1,000
- Total \$14,500 per year. About half is recovered through sponsorships and ad sales.

Chair Grogan asked how do those who don't know about [flagstaff365](http://flagstaff365.com) get this information out to visitors? Mr. Tannous stated they do this through: Banners downtown, Social Media, Online Advertising and Event Booths. They also rely the CVB to promote through Flagstaff Happenings, social media and their website. Flagstaff Arts Council works on a grass roots level.

REPORTS

A. Director/Market Update

Director and staff gave their monthly reports for Administration, Marketing & Creative, Public Relations, Tour & Travel, Sales, Meeting Sales and Visitor Center.

Fiesta Bowl Parade Float. Chair Grogan asked about the memo that was sent out regarding the Float expenditure. She mentioned that \$30,000 is a lot of money to do this. After some discussion it was agreed to not go forward with the Fiesta Bowl Float and spend money elsewhere.

Discussion and follow up was requested for the following:

- Budget – Chair Grogan asked if the Budget was finalized at the last meeting. Director Ward explained that the Commissioner recommended approval of the budget, but the staff would come back in March and possibly April to note changes to the budget. Budget goes to the City's Budget Team in March to ask for additional funds, and then to the Council in April to see if additional funds are approved. Once all is approved the final approval will be voted on in June 2017 by the City Council.

B. Outside Agencies

Cristen Crujido, Museum of northern Arizona handed out the Attractions Report and activities that are happening with the attractions that reports. She noted that when it snow the attendance to attractions goes down a little bit due to more visitors wanting snow play.

C. Chairman

None.

6. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

None

7. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: [March 28, 2017](#)

8. ADJOURNMENT

The meeting adjourned at 3:24 p.m.