



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

October 24, 2017 – 1:30 p.m.

City Hall – Council Chambers, 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 1:30 p.m.

2. ROLL CALL:

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

Ben Murphy, [absent](#)
Joe O'Donnell, [absent-excused](#)
Caleb Schiff, [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. August 22, 2017

MOTION:

Vice-Chair Fleischer made a motion to approve the minutes of the August 22, 2017 meeting. Commissioner Schiff seconded the motion. The motion was approved unanimously.

5. DISCUSSION

A. Arts & Economic Prosperity, JT Tannous, Executive Director, Flagstaff Arts Council

JT Tannous, Executive Director Flagstaff Arts Council presented the Arts & Economic Prosperity Economic Impact of the Non-Profit Arts & Sciences:

- \$90 Million for Flagstaff in Economic Impact
- Supports Jobs – 3.035 FTE Local Jobs
- Generates Tax Revenue - \$4.6 million in Local Tax Revenue
- Audience Spending - \$38 Million spent by 6 all audiences in 2016
- Tourism Spending - Flagstaff \$86.87, Comparable Cities \$46.22, National Average \$47.57 per-person tourism spending per event. Tourists pump \$20.6 Million into the Local Economy every year thanks to Arts & Science events.

The Flagstaff Arts Council will be holding a Tourism Roundtable Study on December 6, 2017 at 9:00 a.m. Tourism Commissioners and CVB Staff are invited to attend.

6. REPORTS

A. Director/Market Update

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

B. Outside Agencies

None

C. Chairman

None

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- Flagstaff Extreme Hospitality Day – Lynda Fleisher recommended for everyone to go and experience.
- Parking – Commissioners should have no problem parking for meetings if parked in front of City Hall or if no parking available then come in and one of the staff will pay for your parking.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- Arizona Snowbowl
- North Pole Experience
- Terry Madeksza, Flagstaff Downtown Business Alliance

Next meeting date: November 28, 2017

9. ADJOURNMENT

The meeting adjourned at 3:08 p.m. by unanimous consent.