



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

January 23, 2018 – 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, [absent-excused](#)

Molly Baker, [present](#)

Frank Benitez, [present](#)

Dino Dullbson, [present](#)

Joe O'Donnell, [present](#)

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. November 28, 2017

MOTION:

Commissioner Schiff made a motion to approve the minutes of the November 28, 2017 meeting. Commissioner Schiff seconded the motion. The motion was approved unanimously.

5. DISCUSSION

A. Brief Year-End Report, Trace Ward, Director

- Trace gave a brief year-end report via PowerPoint.
- Debbi welcomed new Commissioners.
- Introduced new VG

6. ACTION

A. FY19 Marketing Plan Presentation, CVB Team (Vote to Recommend Plan by Commission)

Director and staff gave their FY19 Marketing Plan Presentation.

MOTION:

Commissioner Schiff made a motion to approve the FY19 Marketing Plan as presented. Commissioner Dulbson seconded the motion. The motion was approved unanimously.

6. REPORTS

- A. Director/Market Update – no report today.
- B. Outside Agencies
- C. Chairman

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- Commissioner Benitez stated they are breaking ground for a new Green Tree Inn at the Airport location.
- Lowell going through a rebranding in April and working on a more responsive website.
- Brews and blues tickets on sale soon. Line up to be announced February 1, 2018.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: February 27, 2018

9. ADJOURNMENT

Meeting adjourned at 2:33 p.m.