



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

March 27, 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 1:35 p.m.

2. ROLL CALL:

Debbi Grogan, Chair

Lynda Fleischer, Vice-Chair, absent excused

Molly Baker

Frank Benitez

Dino Dullbson

Joe O'Donnell, absent excused

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.

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.*

Suzanne Shenton, Director of Visitor Experience, Museum of Northern Arizona. Ms. Shenton announced they will be opening their new Gallery: *Native Peoples of the Colorado Plateau* on April 14-15, 2018. Ribbon cutting ceremony will be Sunday morning.

4. APPROVAL OF MINUTES

A. January 23, 2018

MOTION:

Commissioner O'Donnell made a motion to approve the minutes of the January 23, 2018 meeting. Commissioner Benitez seconded the motion. The motion was approved unanimously.

5. DISCUSSION

A. Parking Update – Karl Eberhard, Community Design & Redevelopment Manager

Karl Eberhard, Community Design & Redevelopment Manager and John Portillo, Parking Manager gave a six-month update on ParkFlag:

- The public side is working well and seeing a lot more parking compliance
- There is a decline in locals to downtown parking and will do outreach
- The parking officers are the arm of Flagstaff Police Department to make sure people are compliant with parking. Public approaches staff and gives positive comments.
- Staff is keeping track of positive/negative comments. Note: Some businesses will give \$1 discount for parking downtown aka "parking angels program."
- Operational changes include adding one more cash machine downtown for a total of four machines downtown
- A formal one-year review date with City Council will be in December.

Questions from Commissioners:

- Commissioner Baker asked if there is an age difference in parking? There is not a way to survey the patrons on age.
- Commissioner O'Donnell asked how the department is funded? ParkFlag is an enterprise fund and its own entity. ParkFlag took a loan from the City of Flagstaff and will repay within a 3-year period.
- Who is monitoring feedback from the public? The Steering Committee and City Council will hear feedback and give recommendations.

B. Visit. Discover. Grow. – Heidi Hansen, Lori Pappas, and Ralph Schmid

Heidi Hansen, Economic Vitality Director, presented on Visit. Discover. Grow. Campaign that is bridging the tourism economic development. Marketing is done in print, digital, and a display at the Flagstaff Airport.

Available in USB form and free for you to use as the following:

- Recruitment Tool
- Business/Partnership Meetings
- Encourage Visitation
- Bragging Rights.

Flagstaff Airport news: Three routes to serve you: Dallas Fort Worth and LAX. Book your business and leisure travel.

6. REPORTS

A. Director/Market Update

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

The Board put in a motion to approve the Phoenix downtown billboard.

MOTION:

Commissioner O'Donnell made a motion to recommend continuing a second two-year contract to keep the Billboard displayed at the Legends District in downtown Phoenix. Commissioner Dullbson seconded the motion. The motion was approved unanimously.

B. Outside Agencies

None

C. Chairman

None

6. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

The Flagstaff Airport will have its Inaugural Flight on May 5th at 3:00 p.m. Everyone is invited to attend.

7. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: April 24, 2018 at Arizona Snowbowl's Freemont Restaurant.

8. ADJOURNMENT

Meeting adjourned at 3:21 p.m. by unanimous consent.