



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

February 26, 2019 – 1:30 p.m.

City of Flagstaff – 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 Fleischer called the meeting to order at 1:30 p.m. She welcomed the new Tourism Commissioners. Commissioners introduced themselves.

2. ROLL CALL:

Lynda Fleischer, Chair, **present**

Steve Finch, **present**

Terry Madeksza, **present**

Joe O'Donnell, **absent-excused**

Jennifer Rolley, **present**

Caleb Schiff, **present**

Maggie Thom, **present**

Public: J.R. Murray, Arizona Snowbowl

Staff: Jessica Lawrence, Carrie Nelson, Lori Pappas, Meg Roederer, Mike Russell, Jennifer Schaber, Candace Schipper, Ralph Schmid, Trace Ward, Jessica Young

As a reminder, if you are carrying a cell phone, 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.*

JR Murray, Arizona Snowbowl General Manager attended meeting to give an update on the Ski Season. They opened Thanksgiving week. Great November and December. Record breaking Christmas Holiday, month of January and the Martin Luther King Jr. weekend. Arizona Snowbowl will try to stay open until end of April. Tours are available to Commissioners and Staff.

4. APPROVAL OF MINUTES

A. December 28, 2019 Retreat

MOTION:

Commissioner Schiff made a motion to approve the minutes from the December 28, 2018 Retreat. Chair Fleischer seconded the motion; motion was approved unanimously.

5. DISCUSSION

- A. Vote for new Vice-Chair

MOTION:

Chair Fleischer made a motion to nominate Commissioner Madeksza as the new Vice Chair. Commissioner Finch stated that since there are new members he'd like to request to table the vote until the next meeting, so the Commissioners can get to know one another. This motion was seconded by Commissioner Thom; motion to table the vote to next month was approved unanimously.

6. REPORTS

- A. Director/Market Update

Staff gave monthly reports for January 2019 for Administration, Marketing & Creative, Public Relations, Tour & Travel, Meeting Sales and Visitor Center.

Questions:

Chair Fleischer asked why the webpage has dropped? Is there a trend with lack of website visits? Ms. Pappas stated they see the decline and know that visitors are looking via their mobile phones and mentioned that the CVB is getting a new website in the next few months.

Commissioner Schiff asked how is AVE (Advertising Value Equivalency) measured? Ms. Roederer, Communications Specialist, stated the CVB uses *Cision* for circulation and advertising value. Their algorithms are proprietary and cannot share. However, the AVE is based on how much an ad would cost if the CVB were to purchase the ad.

Chair Fleischer mentioned that *Jacqueline Rose Cakery* will be featured on the Food Network featuring her cakes.

- B. Outside Agencies

None

- C. Chairman

Chair Fleischer stated to remember the previous Chair Debbi Grogan and have a moment of silence.

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

- March 4 - Commissioners are invited to participate to model for a video/photo shoot at Sakura on March 4th at 3pm? This is for our [Wipe the Smile on Your Face](#) campaign promoting Flagstaff as a foodie town. Business casual dress.
- March 8 – Coffee Klatch at Agave
- May 5-11 - AZ tourism Week
- May 8 – Service Day

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

- Commissioner Schiff asked if we could get someone from the National Forest to update the Commissioners regarding Forest Service closures.
- Chair Fleischer asked if we partner with the Spring Training. Yes, we do partner with a little of Paid Media.
- Commissioner Finch is working with the Coconino Country Board of Supervisors and they are looking to re-open the local Race Track at Ft. Tuthill.

Next meeting date: March 26, 2019

9. ADJOURNMENT

The meeting adjourned at 2:46 p.m. with unanimous consent.