



RETREAT MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

December 18, 2018 – 10:00 a.m. – 2:00 p.m.

*Lowell Observatory – Giclas Lecture Hall
1400 W. Mars Hill Road, Flagstaff, AZ 86001*



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.

Welcome

- Vice-Chair Fleischer called the retreat meeting to order at 10:04 a.m. Roll call was made.

Recap last year retreat & goals for this year

- Director, Marketing, and Sales gave presentations of their Marketing plans for Fiscal Year 2020.

Recess for Lunch

- Public Relations and Visitor Center staff continued to give their presentations for the Fiscal Year 2020.

Motion:

Vice-Chair Fleischer made a motion to recommend the Marketing Plan to the Budget Committee. Commissioner Schiff seconded the motion. The motion passed unanimously.

Vote new Chair & Vice-Chair

Motion:

Commissioner Schiff made a motion to nominate Vice-Chair Fleischer to become the new Chair. Commissioner Baker seconded the motion. The motion passed unanimously.

Chair Fleischer made a motion to nominate Commissioner Baker to become the new Vice-Chair. Commissioner Schiff seconded the motion. The motion passed unanimously.

- Chair Fleischer asked staff how commissioners are thanked for their service. Director stated that they take them to a thank you lunch and issue a Thank You Plaque.

Moniker

- Director Ward stated that the name Flagstaff Convention & Visitors Bureau will change to "Discover Flagstaff" to follow the trends of the Industry. This will bring us up to best practices. The logo won't change just the web address will change. The change will cost approximately \$500.

Adjournment

The retreat adjourned at 2:00 p.m. with unanimous consent.