



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

May 28, 2019 – 1:30 p.m.

City of Flagstaff – Council Chambers, 211 W Aspen Avenue



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 1:29 p.m.

2. ROLL CALL:

Lynda Fleischer, Chair, **present**
Terry Madeksza, Vice-Chair, **present**
Steve Finch, **present**
Joe O'Donnell, **absent**

Jennifer Rolley, **present**
Caleb Schiff, **absent**
Maggie Thom, **present**

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.*

Chris Verrill, Theatrikos Executive Director came and introduced himself to the Commission and explained their goals is to bring Arts programming to Visitors, help Theatrikos, and drive revenue to the City. Launching Grand Canyon Tourist Show to visitors and planning for the Canyon Arts Festival to promote Flagstaff. Will launch in April 2021.

4. APPROVAL OF MINUTES

A. March 26, 2019 Minutes

MOTION:

Commissioner Madeksza made A motion was made to approve the March 26, 2019 minutes, Commissioner Finch seconded the motion; the motion was approved unanimously.

5. DISCUSSION

A. Forest Service Closures: Policies & Procedures, Duane Tewa, Fire and Aviation Staff Officer

Duane Tewa presented on the Policies and Procedures on Forest Service Closures and gave out two fliers on restrictions when the closures happen.

Questions:

- Commissioner Thom asked about Public outreach? Outreach is done on their website. Efforts are done with public announcements, or at sporting good stores. Some efforts in movie theaters and to the Phoenix visitors.
- Chair Fleischer asked What is Tannerite? It is a popular explosive used for firearms practice.
- Director Ward asked if pre-arrival or in-market message is better? In Market is probably better.
- Chair Fleischer asked how do the peaks look in closures now? The conditions are not there right now.

6. REPORTS

A. New Website

Ralph and Lori introduced the new Website. It was on budget and on-time. Some suggestions would be to add the Forest Service Message and maybe weather-related information. Commissioners appreciated all the work put into the site.

B. Market Update

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

Important dates to Remember:

- ✓ June 14 Coffee Klatch at Main Library
- ✓ June 20 Diamondbacks Space Day
- ✓ October 17 CVB Annual Marketing Meeting

C. Outside Agencies

None

D. Chairman

Chair Fleisher would like to know when large groups are in Flagstaff for events, tournaments, etc. so they can plan for large parties in restaurants and hotels. The CVB staff will investigate this.

7. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

Movies on the Square will kick-off this Saturday. Associated activities will be going on this summer around 4 p.m.

Commissioner Finch updated the commission on the Equestrian boarding at Ft. Tuthill. There are 100+ stables open and he has been pushing out this information to the Hotels. The horse race track is also being worked on, with turf down which will lead to races late summer or early fall.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: June 25, 2019

9. ADJOURNMENT

The meeting adjourned at 3:04 p.m. by unanimous consent.