



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

August 27, 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

2. ROLL CALL:

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

Jennifer Rolley
Caleb Schiff
Maggie Thom - Resigned

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. LOCAL CHECK-IN

Jared Tolman, new Library Director introduced himself to the Commissioners. Mr. Tolman asked businesses and community to share their information, rack cards, and/or flyers with Library information.

4. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

-Commissioner Finch mentioned that the equestrian track at the county fairgrounds had interest from two horse racing groups, Turf Downs and Cal Expo. They were working towards a race this year during the fall. The track has not been repaired yet and because of this only older horse could be raced. The dirt track and guardrail needed attention before the younger horses can be raced.

I am also working with event planners to help make the process easier for them to host an event. The current system has caused an event to move its event to the county fairgrounds when it used to be in the city.

-Commissioner Jennifer Rolley, Sweet Shoppe recently started whole selling to grocery stores, market, gift stores, etc.

-Commissioner Rolley also mentioned the Amphitheater being under utilized. R Entertainment is in their second year contract with the Pepsi Amphitheater and requested to have the County Recreation Department present to the Commission about what they are doing at the Amphitheater.

-Commissioner Schiff asked Lowell Observatory to present at a future meeting regarding Section 17. A recent press release was sent out and Trace will forward to Commissioners.

-Vice Chair Madeksza, mentioned that Saturday is the final movie for Movies on the Square. The DBA is increasing marketing to Phoenix residents.

-Chair Fleisher attended the Governor's Conference on Tourism and said it was a great conference. The CVB received an award. They had a great speaker on Storytelling.

5. 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

6. APPROVAL OF MINUTES

A. May 28, 2019

MOTION:

Commissioner Madeksza made a motion to approve the May 28, 2019 minutes. Commissioner Finch seconded the motion; after some discussion the Equestrian comment will be added to the minutes and to move Item #7 under Roll Call. The motion was approved unanimously Finch, Rolley

7. DISCUSSION

A. Arizona Snowbowl Master Plan, JR Murray, General Manager

J.R. Murray, Arizona Snowbowl General Manager gave a presentation on their Master Plan.

Why? Guest Experience and meet demands.

Master Plan Process Timeline:

- Stakeholder meetings – Summer 2019 (meeting with Stakeholders and Native American Tribes)
- Plan Submission – Summer 2019 (After Feedback, Make Changes, and submit to Forest Service)
- Plan Acceptance – Summer/Fall 2019 (Once accepted, then work on Special Project Proposals the Plan)
- Project Proposal – Fall 2019 (
- NEPA – Fall 2019 (Formal Process, a decision-making process on all public land)
- EIS – Fall 2019-2021 (Different levels of approvals, Environmental Process, Analysis to measure the impacts)
- Earliest Implementation – Summer 2021-22 (Don't know how long process will take)

The Arizona Snowbowl is looking to improve on the following:

- 2 New Lifts
- 5 New Ski Trails
- Medical Clinic
- Adaptive Sports Facility

Night Skiing and Winter Tubing

- Lower Mountain
- Work with Dark Ski Coalition to select lighting fixtures
- Weekends and Holidays
- Approx. 68 acres: less than 1% of SUP
- Mitigate Traffic

Summer:

- Mountain Biking
- Zip Line Component

Facilities and Infrastructure

- Guest Service Facilities
- Parking Lots
- Bus Parking & Drop Off
- Ingress and Egress plans
- Potable & Waste Water Systems

8. REPORTS

A. Director/New Website & Market Update

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

B. Chair

Shared the Plaque the CVB Team received at the Governor's Conference on Tourism. The Chair asked Commissioners to fill out postcards and send them to friends.

9. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date: September 24, 2019 – Canceled for Tourism Service Day

10. ADJOURNMENT

The meeting adjourned at 3:30 p.m.