

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
January 15, 2015
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Cobb called the meeting to order at 2:00 p.m.

Roll Call: Members present: Sabra Albritton, Barbara Ashley, Amanda Baillie, Glen Cobb, Diane Erwin, Bob Gent, and Mary Tieman. Also present, Council Liaison Henrietta "Hank" Huisiking. Staff present: Staff Liaison Judy Hector and Patrice Graber.

Acceptance of the Agenda: Ms. Cobb offered the January 15, 2015 meeting agenda for review and acceptance. Ms. Ashley made a motion to accept the Agenda, Mr. Erwin seconded the motion.

The motion carried, the vote was unanimous.

Acceptance of the Minutes from September 18, 2014 Regular Meeting and September 30, 2014 Special Meeting:

Ms. Cobb offered the minutes of the September 18, 2014 Regular Meeting for acceptance. Ms. Ashley made a motion to accept the minutes, Ms. Tieman seconded the motion.

The motion carried, the vote was unanimous.

Ms. Cobb offered the minutes of the September 30, 2014 Special Meeting for acceptance. Ms. Albritton made a motion to accept the minutes, Ms. Ashley seconded the motion.

The motion carried, the vote was unanimous.

Fort Huachuca Liaison Update: None, Ms. Camara was not present.

Council Liaison Update: Ms. Huisiking's updated included:

The City has hired a branding firm and meetings to discuss branding are coming up. She invited members to attend the Council work session on January 21, when Council will be briefed on the branding process.

An Economic Development Manager has been hired and will start mid-February.

A digital signs/lighting demonstration will take place during the January 20, 2015, Council Meeting, and will include a demonstration of daytime and nighttime brightness.

The Council will meet for the Strategic Plan on March 27 and 28, and that Commissions will soon be presenting their ideas and recommendations to Council regarding items that will be incorporated in the Strategic Plan.

The Breadbasket was featured on a recent NPR Splendid Table broadcast.

She also suggested that commissioners take a look at the Arizona Commerce Authority website.

Staff Liaison Update: Ms. Hector's update included:

She has made contact with the well-known author, Roger Naylor, there will be a book reading and signing in April, and that she is arranging for a meeting on Fort Huachuca as Mr. Naylor would like to do a story on the Museums. Ms. Cobb offered Sierra Suites to comp the room for Mr. Naylor during his stay.

She recently returned from the event, L.A. Media Marketplace, where she met writers and has two stories lined up for February.

She reminded members their recommendations to Council that are to be included in strategic planning are coming up, that they will want to decide on two or three items for Council to consider, and to present their ideas to Hank.

Discussion included that commissions are advisory, their recommendations are due before the Strategic Planning Meeting on March 27 and 28, and that Council will instruct commissions which ideas and recommendations will be coordinated in the Strategic Plan. Ms. Cobb requested this item be placed on the February regular meeting agenda.

Ms. Hector advised that representatives from North Star will be working with City staff, residents, and businesses on the months-long branding project. She advised that members will be able to provide input in the upcoming surveys. She encouraged members to attend the January 22 community meeting and presentation by North Star.

She also advised one of her staff members has recently transferred to IT, and that the position is open for applications.

New Business: None.

Old Business:

Strategic Planning and Objectives, Special Meeting Follow-up. Review and discussion:

Ms. Baillie opened discussion and referred to the list of ideas created at the Special Meeting. Members agreed to review the list, select their top ideas, and to discuss and decide which ideas and details to present to Council at their next regular commission meeting.

Restaurant Week 2014: Ms. Albritton opened discussion. Commissioners reviewed the problems they encountered in working on the event and with the participants. Problems included: managers were seldom available, staff were not knowledgeable about the event, participants did not complete RW4 tracking sheets, participants expressed little interest in the event, and participants expressed that they did not benefit from the event.

Discussion continued including whether events such as Restaurant Week are the focus of Commission goals, and members agreed it is best to refocus on the mission of the commission.

Ms. Baillie made a motion to discontinue Restaurant Week. Ms. Erwin seconded the motion. The Motion carried, the vote was unanimous.

Ms. Huisking suggested that the commission present this information to Council.

Members also discussed and agreed that the enormous amount of time, expense, and effort they had spent on the last year's commission events resulted in little return for the investment.

Tourism Partners Meeting: Ms. Erwin advised the next quarterly meeting will be February 24, 2 p.m., at the Holiday Inn Express. The guest speaker is new Council Member Craig Mount, and the topic will be the importance of business tourism and the relationship to economic development.

Commissioners Fam Trip: Ms. Albritton advised the last trip to the Amerind Museum was a great success. Members discussed and agreed the next trip be to the Patterson Observatory.

Mr. Gent offered to schedule a special viewing for the Commission, based on availability.

Members agreed to schedule the next fam trip for February 25, 6:45 p.m., and to meet for dinner at The Outback, 5:30, and that Mr. Gent will confirm availability for that date. Ms. Ashley offered to make the restaurant reservations. Ms. Graber agreed to take members' rsvp's, and to pass that information on to Mr. Gent and Ms. Ashley.

Requests of Commission: Ms. Graber requested members confirm their contact information.

Ms. Erwin updated on the progress of the Chrome Pony Rally. She advised members on shows, activities, and performances that will be added to this year's event. She also updated the event will be featured on a billboard, on I-10, between mile markers 302 and 303.

Ms. Ashley updated on the success of the Fort Huachuca Historical Tour of Homes, in spite of the inclement weather. She also advised on the upcoming Basket Auction held on March 18, at TMAC.

Ms. Albritton asked members if there is interest in staffing a tourism information booth at the Health, Wealth and Lifestyle Fair, March 7, at The Mall at Sierra Vista. Members agreed they are interested, and to place this item on the February 19, regular meeting agenda.

Mr. Gent advised that the February issue of *Arizona Highways* featured many of our local Cochise County attractions.

Ms. Huisking advised that there will be a digital sign demonstration at the next Council meeting, and that the code on digital signs is very important regarding future growth of the City, and for preserving dark skies.

Call to the Public: Ms. Susan Tawney, Sierra Vista resident, was present and expressed her interest in submitting her application to the Tourism Commission.

Next Regular Meeting: March 19, 2015.

Adjournment: 3:06 p.m. Ms. Baillie made a motion to adjourn. Ms. Albritton seconded the motion.

The motion carried, the vote was unanimous.



Glen Cobb, Chairperson