

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
May 21, 2015  
Oscar Yrun Community Center, 3020 E. Tacoma St.**

**Call to Order:** Ms. Tieman called the meeting to order at 2:11 p.m.

**Roll Call:** Members present: Sabra Albritton, Barbara Ashley, Bob Gent, and Mary Tieman. Absent: Glen Cobb and Amanda Baillie. Also present Council Liaison, Henrietta "Hank" Huisking and Fort Huachuca Liaison, Angela Camara. Staff present: Judy Hector and Patrice Graber.

**Acceptance of the Agenda:** Ms. Tieman offered the May 21, 2015 meeting Agenda for review and acceptance. Mr. Gent made a motion to accept the Agenda, Ms. Ashley seconded the motion.

The motion carried, the vote was unanimous.

**Acceptance of the Minutes from the March 10, 2015 Work Session and the March 19, 2015 Regular Meeting:**

Ms. Tieman offered the minutes of the March 19, 2015, Regular Meeting for acceptance.

Mr. Gent requested the minutes be amended to reflect that members of the Tourism Commission discussed and unanimously agreed to support efforts changing Chiricahua National Monument to a National Park.

Ms. Ashley requested the minutes be amended to reflect she was present in the Roll Call.

Ms. Albritton made a motion to accept the minutes with the amendment requests. Mr. Gent seconded the motion.

The motion carried, the vote was unanimous.

Ms. Tieman offered the minutes of the March 10, 2015 Work Session for acceptance.

Mr. Gent made a motion to accept the minutes, Ms. Ashley seconded the motion.

The motion carried, the vote was unanimous.

**Call to the Public:** Ms. Gail Houston and Ms. Sigrid Limtiaco, both Sierra Vista residents and commissioners for the Cultural Diversity Commission were present. Ms. Houston inquired about the status of Restaurant Week, and expressed her interest in the two commissions working together in the future. Ms. Limtiaco expressed her interest in commissions working with each other.

Ms. Jenna Alexander, Director of Sales for Holiday Inn Express and Candlewood Suites, and President of the Southeast Arizona Hospitality Association (SEAHA), was present.

Ms. Alexander informed members that a SEAHA mission is to promote events and tourism in the Sierra Vista area, and that the association meets the 3rd Wednesday of every month at

10 a.m. She also informed that SEAHA will hold a Tourism Invitational on August 26 at Cochise College, invited members to attend, and welcomed someone from the Tourism Commission to speak.

Ms. Anita Foster, Front Desk Manager for Holiday Inn Express and Candlewood Suites was present.

Ms. Sue Gregory, General Manager for Holiday Inn Express and Candlewood Suites, and SEAHA Vice-President, was present.

The Commission recognized Ms. Camara's daughter, Clairann.

**Fort Huachuca Liaison Update:** Ms. Camara updated members on the significant changes for visitor access to Fort Huachuca, effective August 3, 2015. Ms. Camara provided details regarding the changes including:

These changes implement directives from Department of Homeland Security, Department of the Army, and the Department of Defense.

There will be 30-day and one-year passes issued. One year passes will require a government sponsor.

Passes will be dependent of successful passing of an NCIC background check. Denial packets will be available for those who do not pass the check, and decisions will be made by a review board.

The Main Gate will return to the original Buffalo Soldier Gate designation, and will be open Monday through Friday, 5 a.m. to 7 p.m.. The East Gate will return to the original VanDeman Gate designation, and be open 24 hours, seven days a week. All visitor passes will be processed at the Van Deman Gate. Outbound access will be available through the Wilcox Gate.

Ms. Camara expressed that her office is circulating information on these changes to help inform people and to facilitate the processing of passes.

Ms. Camara reviewed the process for vetting groups and tours, including that the form includes personal identifying information that has to be protected.

Ms. Camara also reviewed access for large events, including that the organizing association can apply for a waiver, that will waiver will be reviewed by a committee, and that the committee will decide on approving the waiver and set the restrictions for easy access for particular events.

**Council Liaison Update:** Ms. Huisking advised:

Council will meet from 3 to 6 p.m. on June 15, 16 and 17, 2015 for budget discussions and to develop a proposed budget..

The branding process will be unveiled at the August 11, Spotlight Breakfast.

Mr. Gent spoke at the recent Tourism Partners Quarterly Meeting, and that it was a successful meeting that included good discussion, especially regarding support for the Chiricahua change of designation.

As a result of the presentations to council and Councilmember Craig Mount's question as to whether commissions interact with other commissions, there is increased interest in future commission partnerships and interactions.

The next SEAHA big event will be on August 26 at Cochise College.

Ms. Huisking also advised this will be a busy year and that everyone is trying to partner to get the word out to the community about changes taking place.

**Staff Liaison Update:** Ms. Hector thanked those present for Call to the Public. She inquired as to whether each commission may want to consider electing a liaison, and then schedule meetings to share information.

Ms. Hector also advised:

The new Bicycle/Shared use Path Maps are completed and have been very well received.

The next map to be developed will be a mountain bike/trail map, and that she is investigating finding a copyright free or a map to purchase for the initial step in production.

The new visitor website is planned to go live by the end of the month.

The tourism Facebook page has received approximately 16,000 likes including 416 likes for the current week, the reach last week was almost 30,000, and that she is posting items to niche markets such as pictures of the Elegant Trogon in Ramsey Canyon Nature Preserve.

She is working on planning next year's proposed budget, including priorities and development of work plans.

The next Governor's Conference on Tourism will be in Scottsdale on June 22, 23 and 24, 2015.

**New Business:**

**Museum Tour:** Tabled.

**Best of Sierra Vista:** Members briefly discussed the idea of a "Best of" awards and the benefits of such an event. Ms. Tieman requested this item be placed on the next regular meeting agenda.

**Meeting Date and Time:** Mr. Gent opened discussion, commenting on how this meeting's attendance just made a quorum, and inquired if there might be a different place and time to schedule meetings that works better for members.

Points and discussion included:

Cancelling meetings in advance that do not have attendance to meet a quorum.

Making a commitment to attend meetings to help ensure a quorum will be present.

Increasing the number of seats on the commission.

Making sure members are recommended that include representatives from different branches of the tourism industry.

Ms. Tieman requested this item be placed on the next regular meeting agenda.

Mr. Gent requested members to rsvp as promptly as possible so that members know whether there will be a meeting.

**Old Business:**

**Support for National Park Designation for Chiricahua National Monument:** Mr. Gent updated that the process is moving along, that letters of support are coming in including the Chambers of Commerce, and he thanked Ms. Tieman for her efforts.

Mr. Gent also advised he has emailed CCTC members twice and that this item is on the CCTC agenda for May 27. He expressed he hopes to obtain more letters of support soon.

Discussion included putting information on the designation change on Facebook.

**Commissioner Applications:** Ms. Tieman opened discussion. Members reviewed the applications from Mr. Vivek Patel and Ms. Susan Tawney. Discussion included whether to seek an applicant from the restaurant industry for commissioner or associate commissioner.

Mr. Gent made a motion to approve the two applications and to add a position as associate commissioner from the restaurant industry. Discussion followed and the motion was tabled.

Members discussed and agreed to invite the applicants come to a future meeting, and Ms. Tieman agreed she would extend the invitation to Mr. Patel and Ms. Tawney.

**Tourism Partners Meeting:** Mr. Gent opened discussion and advised that Ms. Erwin had requested his assistance in handling the recent quarterly meeting at the Patterson Observatory.

Mr. Gent inquired as to who will handle and arrange future quarterly meetings since Ms. Erwin has resigned.

Ms. Huisking suggested that maybe the Tourism Commission Partners meetings should rollover to the SEAHA meetings. Discussion included that was a good idea and that the tourism partner invitation list could be included in the August SEAHA meeting.

**Commissioners Fam Trip:** Ms. Albritton updated that the Ramsey Canyon Nature Preserve trip was a success. Ms. Albritton suggested members attend the Bisbee Mine Tour for their next trip.

Members discussed the mine tour and agreed to schedule June 6 as the next date, to meet and carpool from the Target store at 10 a.m., and to include a quick visit to the Bisbee Mining and Historical Museum.

**Requests of Commission:** Ms. Ashley advised that do to the demands of relocating, she must submit her letter of resignation to members. Ms. Ashley expressed how much she has enjoyed

working on the commission, with all the members, and with the community. Members expressed their appreciation for Ms. Ashley's contribution and commitment to the commission.

Mr. Gent advised that access to the Patterson Observatory Public Night tonight may be affected, that Public Nights are very well attended, and that he is exploring forming an exchange program between the Cananea and Patterson Observatories and astronomers. Mr. Gent also commented the program may extend to a student exchange.

Mr. Gent also commented on strategic goals, funding, and thinking of ways to raise money.

Ms. Huisiking advised the change of designation for Chiricahua will be on an upcoming Council work session agenda.

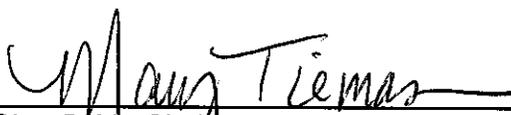
Ms. Hector requested that members look at the structure and representation of the commission, specifically in regards to ensuring that there are representatives from different tourism industries. Ms. Hector agreed she will forward an email regarding this to Ms. Graber, and Ms. Graber will forward it to members.

Ms. Tieman requested that commission structure and representation be added to the next regular meeting agenda as new business.

**Next Regular Meeting:** June 18, 2015

**Adjournment:** 3:35 p.m. Ms. Albritton made a motion to adjourn the meeting, Mr. Gent seconded the motion.

The motion carried, the vote was unanimous.

  
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~~Glen Cobb, Chairperson~~  
Mary Tieman