

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
July 16, 2015  
Oscar Yrun Community Center, 3020 E. Tacoma St.**

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

**Roll Call:** Members present: Sabra Albritton, Amanda Baillie, Glen Cobb, Bob Gent, Vivek Patel and Mary Tieman. Also present Council Liaison, Henrietta "Hank" Huisking. Staff present: Simone McFarland, Judy Hector and Patrice Graber.

**Acceptance of the Agenda:** Ms. Tieman offered the July 16, 2015 meeting agenda for review and acceptance. Ms. Albritton made a motion to accept the Agenda, Mr. Gent seconded the motion.

The motion carried, the vote was unanimous.

**Acceptance of the Minutes from the June 18, 2015 Regular Meeting:**

Ms. Tieman offered the minutes of the June 18, 2015, Regular Meeting for acceptance. Mr. Gent made a motion to accept the minutes. Ms. Albritton seconded the motion.

The motion carried, the vote was unanimous.

**Call to the Public:** Ms. Susan Tawney, West End Commission associate member, related her interest in attending Tourism Commission meetings and in becoming a member.

Mr. Tom Reardon, member of the CODI Commission and SEAHA, stated he was interested in attending other commission meetings.

Ms. Norma Jean Center, Ms. Sunhilt Gregory and Ms. Jenna Alexander from Candlewood Suites and Holiday Inn Express, were present. Ms. Alexander gave a brief update on SEAHA..

**Council Liaison Update:** Ms. Huisking's update included that at the last council work session, Colonel Boone updated members on the August 3 changes in visitor access procedures and she encouraged members to attend the August 11 Spotlight breakfast.

**Staff Liaison Update:** Ms. Hector's report included that she:

Has forwarded co-op advertising opportunities to SEAHA.

Continues to develop a PR plan to attract retirees.

Has developed a survey that is being distributed to lodging partners to gather visitor data.

Is planning for the upcoming tradeshow Showcase of Cities and AZ Showcase.

Ms. Hector also advised:

Distribution of visitor brochures approximates 49,000 for FY15.

Visitor Center staff will assist with CCTC "base packets" for their fulfillment and that CCTC is obtaining a proposal for their magazine project.

AOT will be holding a conference in Tucson to provide information on reaching international markets on December 10.

**New Business:**

**Economic Development Plan for the Commissions:** Ms. McFarland presented members with a review of the economic development plan for Sierra Vista and highlighted the importance of vision and teamwork.

Ms. McFarland supplied members with three printed booklets, Community Overview, Developable Land and Commercial Property Opportunities.

Ms. McFarland also provided information on:

- Strategy and marketing

- Key components of economic development in Sierra Vista including retention, entrepreneurship and attraction.

- How information is being distributed including personal contact, working with local businesses, through the website, sierravistaazbusiness.com, and social media.

**Old Business:**

**Best of Sierra Vista:** Ms. Baillie updated that the subcommittee has met with the Herald & Review and discussed the Herald's "best of" awards planned for autumn 2015.

Members discussed the commission's involvement, how they can promote Sierra Vista, and how they could partner with and participate in the Herald's awards.

Ms. Baillie made a motion that the Tourism Commission will support the Herald & Review's efforts in the "best of" awards. Mr. Gent seconded the motion.

The motion carried, the vote was unanimous.

**Support for National Park Designation for Chiricahua National Monument:** Mr. Gent updated that the process is moving ahead very well, and that letters of support have been received, sent or will be forthcoming from SEAHA, Chambers of Commerce, CCTC, County Board of Supervisors and SEAGO. Mr. Gent also provided members with a typed update and a copy of the resolution approved by the Mayor and Council

Discussion included:

- Getting support from two other states, other cities close the Monument and Mexico border towns.

- Responding to a letter received from Senator McCain.

- Posting information on websites, social media and Facebook.

**Meeting Date and Time:** Mr. Gent opened discussion and members agreed 8 a.m. would be a better time.

Members discussed and agreed that the August 20 regular meeting will be cancelled, the September 17 regular meeting will be at 8 a.m., and that Ms. Graber will check room availability at the OYCC.

**Commissioners Fam Trip:** Ms. Albritton opened discussion and members agreed that the fam trip to Kartchner Caverns State Park will be in the afternoon and evening on International Astronomy Day, October 17. Mr. Gent agreed to make the cave tour arrangements.

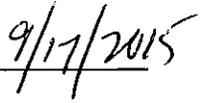
**Requests of Commission:** Mr. Gent advised he will have a date for the Patterson Observatory exchange tour with Cananea soon and inquired about the status of commissioner applications.

Ms. Huisking advised that Ms. Cobb's appointment will be on the August 13, City Council meeting agenda and encouraged members to attend the upcoming Spotlight Breakfast.

**Next Regular Meeting:** September 17, 2015

**Adjournment:** 3:03 p.m.

  
Mary Tieman, Chairperson



Summary B. Gent  
7-16-15

## **Renaming Chiricahua NM to be a National Park**

**Update of July 16, 2015**

On June 9, 2015, the Cochise County board of supervisors approved our plan to rename Chiricahua National Monument. This was approved unanimously, and Chair Pat Call asked me to send him examples of letters that have already been sent to our Congressional reps. This has been done, and current status is pending.

On May 26 at their work session, the Sierra Vista City Council unanimously approved the process of renaming Chiricahua NM. Also, the mayor directed staff to prepare letters for him to send to members of congress. The Mayor has now signed resolution 2015-066 in support of our action. (copies provided)

Thanks to help from Commissioner Amanda Baillie, the Sierra Vista Chamber has also written letters. Thanks to Mary Tieman! Commissioner Baillie has also contacted other chambers of commerce to request letters of support. Support is pending or on the way.

Also, the Southeastern Arizona Hospitality Association has written letters of support. In addition, the Cochise County Tourism Council approved this action at their meeting on May 27.

The Southeastern Arizona Governments Organization (Larry Catten, Economic Development Officer) is interested in helping, and has requested a meeting on July 28 at 8 am. Please let me know if you are interested in attending.

During my trip to Colorado, I stopped at the Lordsburg NM Visitor's Center. I spoke with a rep of the Chamber, and she seemed enthusiastic about this too. We need to follow-up with the Chambers in Lordsburg, Silver City and Deming.

We have reviewed US congressional legislation that changed other national monuments to national parks, such as Saguaro National Park. Our effort is easier because we have no boundary or staffing changes. Draft language is being prepared for our congressional staff meeting to be scheduled.

What's next? We need to think about how to go live with a website. Also, we will begin visiting staffers for Senator McCain and Flake as well as Congresswoman McSally.

Any other ideas or help would be appreciated. To date, we have encountered no opposition to this initiative. What a great way to celebrate to 100th anniversary of the National Park Service!

Most respectfully,

Bob Gent  
Member, Sierra Vista Tourism Commission