

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
December 17, 2015
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Baillie called the meeting to order at 8:01 a.m.

Roll Call:

Members present: Sabra Albritton, Amanda Baillie, Becky Bjork and Bob Gent. Members absent: Vivek Patel and Mary Tieman. Also present: Associate Commissioner Jenna Alexander, Council Liaison Henrietta "Hank" Huisking, Fort Huachuca Liaison Angela Camara. Staff present: Staff Liaison Judy Hector and Patrice Graber.

Acceptance of the Agenda: Ms. Baillie offered the December 17, 2015, agenda for acceptance.

Mr. Gent made a motion to accept the agenda. Ms. Bjork seconded the motion.

The motion carried, the vote was unanimous (4-0).

Acceptance of the Minutes from the November 19, 2015 Regular Meeting:

Ms. Baillie offered the minutes of the November 19, 2015, Regular Meeting for acceptance.

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

The motion carried, the vote was unanimous (4-0).

Call to the Public: None.

Fort Huachuca Liaison Update: Ms. Camara advised that hoteliers desiring to book government business travelers need to be on the Defense Travel Service listing and pass a FEMA check. Ms. Alexander said she would request that information be on the next Southeastern Arizona Hospitality Association (SEAHA) meeting agenda and Ms. Hector said she would forward the information to hoteliers via email.

Council Liaison Update: Ms. Huisking and members reviewed entrance and escort procedures for visitors and upcoming international exchange activities. She advised that reinstating the official Sister City designation and translating printed materials could be valuable for economic development and tourism opportunities.

Members discussed the recent article on Sierra Vista in "Where to Retire".

She advised that she recently rode on Transit bus routes, spoke to many riders, handed out free passes, and was very impressed with the valuable services provided.

She also advised budget discussions will start with the beginning of the next year.

Staff Liaison Update: Ms. Hector updated on Sierra Vista, Cochise County Tourism Council, and AOT tourism activities and projects including:

Involvement in a county-wide group to petition the International Mountain Biking Association to further develop mountain biking facilities in Cochise County.

Her attendance at the AOT World Tour was very productive and resulted in networking with Tucson and international partners.

She reviewed recent advertising she has placed, and that Facebook posts that have been very successful.

CCTC is working on the next email newsletter covering events, there was excellent regional press coverage October-December in various publications, and the next CCTC meeting is January 27, 2016.

AOT is implementing a new campaign and is continuing with the "Random Acts of Sunshine" campaign.

New Business:

1. Work with Shea and Chamber to add advertising on VisitTucson: Tabled.

2. Resignation Glen Cobb: Commissioner Vacancy: Ms. Baillie opened discussion.

Ms. Baille made a motion that Ms. Alexander be recommended to Council to fill the vacancy. Mr. Gent seconded the motion.

The motion carried, the vote was unanimous (4-0).

Ms. Huisking advised that she will request Ms. Alexander's appointment be added to the January 14, Council Meeting agenda.

Members discussed unexcused commissioner absences.

Mr. Gent made a motion that if an individual commissioner has three unexcused absences the members can take action. Ms. Bjork seconded the motion.

The motion carried, the vote was unanimous (4-0).

Old Business:

1. Support for National Park Designation for Chiricahua National Monument: Mr. Gent reviewed progress on obtaining support and advised it is important to continue work on encouraging organizations, boards of supervisors, chambers of commerce and city councils to submit letters. He also requested member support for making contacts.

Members discussed ways to increase support and visibility including newspaper articles, Facebook boosts and including a visual image to help increase recognition.

Commissioners Cananea Fam Trip: Ms. Alexander reviewed information she had gathered. Members agreed to schedule the trip for January 23, visit the mine and include lunch and shopping. Discussion included transportation, insurance and costs involved for the trip. Members agreed to invite the Sierra Vista Council members and members from the Sister Cities Commission.

Requests of Commission: Mr. Gent advised that Patterson Observatory Public Night is tonight.

Ms. Baillie requested that "SEAHA Presentation and Requests of Council" be included on the next meeting agenda.

Ms. Hector related she is starting to work with Economic Development, Leisure Services and the Chamber about showing popular football games at Veterans Memorial Park and that Economic Development is in contact with local hotels about hosting events to help increase interest and visibility.

Next Regular Meeting: January 21, 2016

Adjournment: 8:59 a.m.

Mary Tieman, Chairperson