

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
January 21, 2016  
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, Jenna Alexander, Amanda Baillie, Becky Bjork, Bob Gent and Vivek Patel. Members absent: Mary Tieman. Also present: Associate Commissioner Sunhilt Gregory, and Fort Huachuca Liaison Angela Camara. Staff present: Staff Liaison Judy Hector and Patrice Graber.

**Acceptance of the Agenda:** Ms. Baillie offered the January 21, 2016, agenda for acceptance.

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

The motion carried, the vote was unanimous (5-0).

**Acceptance of the Minutes from the December 17, 2015 Regular Meeting:**

Ms. Baillie offered the minutes of the December 17, 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 (5-0).

**Call to the Public:** None.

**Fort Huachuca Liaison Update:** Ms. Camara updated that visitors with the Sister Cities Commission are planning activities on post, there will be a change of command in June, and that Garden Canyon remains open to pedestrian/bicycle traffic and closed to vehicle traffic.

**Council Liaison Update:** Ms. Baillie read notes forwarded by Ms. Huisiking including:

- Fam trip to Cananea: The Mayor and Council of Cananea would like to meet with the Mayor and Council of Sierra Vista, and that members of the Sierra Vista City Council, Sister Cities and Tourism Commissions will be invited on the trip. The Sister Cities Commission requested the City rejoin Sister Cities International and become a member of Arizona Sister Cities.
- Council and staff continue to work on a proposed balanced budget that will be presented and voted on the first week of June.
- Commission presentations to Council are tentatively scheduled for March.
- Welcome to new commissioner Jenna Alexander.

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

- Print and online advertising in the LA Times and AZ Republic.
- Bike-friendly business tips are available online at [sierravistabusiness.com](http://sierravistabusiness.com) and were presented at the last SEAHA meeting.
- She will attend and represent the City at the upcoming Cananea mountain bike race.

- CCTC did not have a December meeting, and that she has participated in the executive team meeting to discuss strategic planning.
- Bisbee has been featured in a recent Sunset article.
- AOT continues to successfully run its Random Acts of Sunshine campaign.

**New Business:**

**1. Annual Commission Report to Council:** Ms. Baillie agreed she will make the presentation and prepare a draft report for members to review. Members agreed to include the Chiricahua campaign, the commission's top three strategic goals and progress, and possibly components of the SEAHA presentation in their report.

**2. SEAHA Presentation and Requests of Council:** Ms. Baillie opened discussion. Ms. Alexander invited members to the next SEAHA meeting and had printed copies of the presentation available for members. Ms. Alexander gave a review of the presentation and requests SEAHA made to Council in December (attachment).

Members discussed allocating a portion of the lodging tax revenue to go specifically for promoting tourism and including that item in their report to Council. Members also discussed to include supporting the hiring of an events coordinator.

**Old Business:**

**1. Support for National Park Designation for Chiricahua National Monument:** Mr. Gent reviewed progress including that Benson City Council passed a resolution to support the designation, KOLD will be filming at the Chiricahuas, and researching crime statistics to support that safety is not a factor.

Mr. Gent thanked Ms. Baillie for writing letters to various chambers, and commented that continuing to seek letters of support will be important for the campaign.

**2. Commissioners Cananea Fam Trip:** Ms. Alexander reviewed information she had gathered including that the Mayors of Cananea and Sierra Vista would like to meet on the trip. Members discussed transportation factors, to inquire whether a City bus might be approved for the trip, developing relationships, and finalizing the date once passports have been obtained.

Members agreed to schedule a fam trip to "Tombstone at Twilight" on February 27 and to continue discussion at the next regular meeting.

**Requests of Commission:** Mr. Gent requested that the 8 a.m. meeting time be included on the next agenda for discussion.

Ms. Albritton advised there will be a "Sierra Vista Community Tailgate Party" at The Mall at Sierra Vista on February 7.

**Next Regular Meeting:** February 18, 2016

**Adjournment:** 8:59 a.m.

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Mary Tieman, Chairperson