

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
February 18, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

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

Roll Call:

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

Acceptance of the Agenda: Ms. Tieman offered the February 18, 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 (7-0).

Acceptance of the Minutes from the January 21, Regular Meeting:

Ms. Tieman offered the minutes of the January 21, 2016, regular meeting for acceptance.

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

The motion carried, the vote was unanimous (7-0).

Call to the Public: None.

Fort Huachuca Liaison Update: Ms. Camara's update included:

Garden Canyon will soon be open to vehicle traffic up to the upper picnic area.
An educator tour for out-of-state high school teachers and guidance counselors takes place March 3 and 4.
African-American Black History Month Observance today is open to the public.

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

The commission's presentation to council is on April 5 at 3 p.m. and members are encouraged to attend.
Visitors from the Sister City Radebeul will meet with the Mayor at 1 p.m. and their tour is going well.
Council continues to work on the budget.
The Citizen's Advisory Committee is tasked with reviewing all commissions.
Flynn Brown graduates are considering scheduling a retreat in Sierra Vista
She is encouraging to schedule the next Sister Cities Conference in Sierra Vista.

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

She has submitted a budget request for a full-time tourism event position.
The Adventure Guide is almost ready to go to press and a separate dining and lodging guide will be printed to allow more frequent updating.

CCTC members have been working well together as a team. Ads have been completed and include Benson in True West Magazine and Sierra Vista in Adventure Outdoors.

Bisbee was listed as one of the top 10 small towns to visit in Sunset.

AOT has been rolled into the economic development division.

She will be attending the quarterly AOT Public Relations Roundtable in Phoenix.

The Good Morning Sierra Vista keynote speaker on March 10 will be Debbie Johnson from AOT and she will also be taking a fam tour of Sierra Vista.

New Business:

1. Tourism Commission Regular Meeting Time: Mr. Gent opened discussion on changing the meeting time and members agreed to continue with 8 a.m.

2. Tourism Commission's Vital Role with Southeastern Arizona Hospitality Association and the City of Sierra Vista: Mr. Patel opened discussion. Members discussed and agreed that the commission has representation at SEAHA meetings and that the commission could submit a SEAHA meeting agenda request to provide updates.

Old Business:

1. Support for National Park Designation for Chiricahua National Monument: Mr. Gent's update included:

Recent media coverage including KOLD and Fox News programs, and articles in the Sierra Vista Herald and Arizona Daily Star have increased interest.

Ms. Baillie has submitted letters to several chambers and member support for writing additional letters is needed.

An information package has been forwarded to Councilmember Rachel Gray to present to Senator Flake's assistant.

An assistant or coordinator is needed to communicate with press when he is out of cell phone range.

He has requested financial contributions from CCTC and the City for Facebook advertising and campaign support

Sheriff Dannels has agreed to submit a statement that Cochise County is a safe area. The National Parks Conservation Association has voiced opposition.

Members agreed that writing letters is important and that raising donations for promotion and Facebook advertising and promotion is a good approach.

2. Commissioners Fam Trip:

Cananea Fam Trip: Ms. Alexander updated that utilizing a City bus for transportation has been confirmed and a date will be scheduled once passports have been obtained.

Tombstone at Twilight Trip: Ms. Albritton opened discussion and members agreed to meet at Tombstone for Wild West Days for the March fam trip.

3. Annual Commission Report to Council: Ms. Baillie provided printed copies and members reviewed each element of the presentation.

Members discussed seeking grants and agreed to highlight commission support for allocating a larger percentage of the lodging tax to tourism and to recommend increased City budget funds be available for tourism advertising.

Requests of Commission:

Members provided brief updates on upcoming events, media exposure and tourism activities.

Next Regular Meeting: March 17, 2016

Adjournment: 9:17 a.m.

Mary Tieman, Chairperson