

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
March 17, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Tieman called the meeting to order at 8:04 a.m.

Roll Call:

Members present: Sabra Albritton, Amanda Baillie, Becky Bjork, Bob Gent and 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. Tieman offered the March 17, 2016, agenda for acceptance.

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

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

Acceptance of the Minutes from the February 18, 2016 Regular Meeting:

Ms. Tieman offered the minutes of the February 18, 2016, regular meeting for acceptance.

Ms. Albritton made a motion to accept the minutes. Ms. Bjork seconded the motion.

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

Call to the Public: John Healy, head coach for the Buena High School mountain bike team, was present and provided a brief update on the upcoming state race scheduled on Fort Huachuca, October 9. Mr. Healy expressed he hopes to obtain local support including media exposure, visitor information for participants and attendees, and commission support.

Normajean Maryland, Sierra Vista resident and General Manager for Holiday Inn Express, was present and had submitted her commissioner application.

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

- The educator tour was very successful and participants enjoyed their stay here.
- Plans are in progress for the MI Hall of Fame in June.
- Changes of command will occur in June and through the summer.
- Garden Canyon Road construction is completed up to trailhead 15.

Council Liaison Update: Ms. Huisking was not present.

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

Sierra Vista:

- The new Adventure Guides will be delivered soon and the Dining & Lodging Guide will be delivered within the week.
- Recent advertising includes ads in *El Imparcial*, *Arizona AAA Highroads*, *Las Vegas Sun* and *All About Birds*.

AOT:

- She is working on an electronic rack card, translated in Chinese, that will be included in AOT's packet to the China market and is also working on other foreign language translations.

CCTC:

- Members have agreed to explore how to better reach the bicycle market and particularly the Tucson market.
- There is a live crane cam link on the Willcox Chamber website.

She also updated the AZ Governor's Conference is July 11-13 in Tucson, information is available on tourismaz.gov., and that the tour with Debbie Johnson from AOT went very well.

New Business:

1. Commissioner Vacancy: Ms. Tieman advised that some members' terms will be expiring in June and that there is a vacancy with Ms. Alexander's resignation.

Members reviewed Ms. Maryland's application.

Ms. Baillie made a motion to recommend Ms. Maryland's appointment to the commission.

Mr. Gent seconded the motion.

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

Members welcomed Ms. Maryland to the commission.

Old Business:

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

- Recent exposure includes programs on KOLD 13 and Fox News, and articles in the *Arizona Daily Star* and Green Valley newspapers.
- He plans to introduce himself to Senator McCain during his luncheon here.

Members discussed scheduling a work session and agreed on March 23, 11:30 a.m. at the Holiday Inn Express.

2. Commissioners Fam Trip:

Cananea Fam Trip: Ms. Tieman requested this be put on the next regular meeting agenda.

Tombstone at Twilight: Members discussed and agreed to reschedule the next fam trip for the Star Party at Montezuma Pass, April 8, 7 to 9 p.m.

3. Annual Commission Report to Council: Ms. Baillie opened discussion and members agreed the report is ready and to email it to Ms. Hector before April 5.

Requests of Commission:

Mr. Gent updated on upcoming HAC meetings and events and expressed he will be careful on use of the City logo.

Ms. Baillie advised on past and upcoming *Friday Focus* programs.

Ms. Tieman advised the "RSVP" program and marketing efforts to retirees have been successful and reviewed recent changes to the "Good Morning Sierra Vista" program.

Ms. Hector advised she is hosting a fam tour for AOT international media representatives visiting on April 6.

Ms. Camara updated that Fort Huachuca visitor passes require two forms of identification for five states due to the REAL ID Act.

Next Regular Meeting: April 17, 2016

Adjournment: 9:17 a.m.

Mary Tieman, Chairperson