

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
April 21, 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: Amanda Baillie, Becky Bjork, Bob Gent, NormaJean Maryland, Mary Tieman and Vivek Patel. Absent: Sabra Albritton. Also present: Associate Commissioner Sunhilt Gregory, Council Liaison Hank Huisking and Fort Huachuca Liaison Angela Camara. Staff present: Staff Liaison Judy Hector and Patrice Graber.

Acceptance of the Agenda: Ms. Tieman offered the April 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 (4-0).

Acceptance of the Minutes from the March 17, 2016 Regular Meeting:

Ms. Tieman offered the minutes of the March 17, 2016, regular meeting for acceptance.

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

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

Call to the Public: None.

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

- There will be upcoming band concerts, MI Hall of Fame and changes of command, another educator tour in June and the Economic Outlook luncheon today.
- Garden Canyon is open to vehicle traffic up to Trailhead 15 and open to pedestrian traffic past that point.
- Visitor access procedures for Fort Huachuca are going very smooth and foreign national visitors must arrange for an escort with the City.

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

- The presentation to Council by Ms. Baillie was excellent and that commissions will be receiving more feedback from Council.
- Council will be working on the budget through the end of May.
- The Sisters Cities Commission is collecting items to donate to Cananea on National Kids Day and plans on holding the next state conference in Sierra Vista.
- She suggested members discuss the date, goals and who to invite for the Cananea fam trip, and requested those items be added to the next meeting agenda.
- There are several groups that are considering scheduling small conferences in Sierra Vista.

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

- The recent AOT fam tour went very well and has resulted in increased press and social media exposure.
- She is gearing up for a summer ad campaign targeting "hot" markets that includes coop, individual, radio and print advertising.
- CCTC has agreed to make a financial contribution for Facebook and social media advertising to attract bicyclists.
- She has put together a proposal for a Sierra Vista bike-friendly business program to attract bicyclers and promote bicycle-friendly businesses.
- A mountain-biking map is in progress.
- The AOT National Tourism Week is May 1-7, includes the Random Acts of Sunshine Program and promotional items from Sierra Vista will be included in the program.
- Kartchner Caverns has received the *USA Today's* #1 Cave Award.

New Business:

1. Discover Cochise - SE AZ Wick newspapers' annual travel publication: Ms. Bjork reported the *SE AZ Traveler* will be phased out and an upgraded publication will be produced. Upgrades include:

- A focus on photography and editorial changes.
- Highlighting regional activities including specific interest categories.
- Increased distribution and exposure to promote tourism in our county.

Ms. Baillie reported on changes to the new publication including:

- Highlighting topics and interests.
- A "Seven Things to Discover" that will be changed every year.
- Three "Discover" categories: Natural Wonders, Taste, and History and Heritage. Each will include an overview and features.

Members discussed changes to the publication and the benefits of a Spanish translation.

Old Business:

1. Support for National Park Designation for Chiricahua National Monument: Mr. Gent thanked members for their contributions at the recent work session. He updated on recent campaign progress including support received from Arizona and New Mexico cities, feedback from Sheriff Dannels, recent press and that there has not been a response from Representative Flake.

Members discussed campaign strategies and agreed scheduling additional work sessions would be beneficial.

2. Commissioners Fam Trip:

Cananea fam trip: Ms. Tieman suggested members discuss goals and determine possible dates at the next regular meeting.

Ms. Tieman reviewed correspondence from Ms. Albritton regarding a fam trip to Brown Canyon Ranch Open House on May 14. Members agreed to attend and carpool to the Open House.

3. Annual Commission Report to Council: Ms. Tieman updated the report by Ms. Baillie was excellent and well received. Ms. Huisiking advised she will forward a list of commissions' requests.

4. Commissioner terms and renewals: Ms. Tieman opened discussion. Members agreed to recommend all members applying be reappointed for another term. Ms. Huisiking advised she will request the reappointments be on the next Council agenda.

Ms. Bjork made a motion that members submitting their applications for renewing their two year term be accepted.

Mr. Patel seconded the motion.

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

Requests of Commission: Members provided brief updates on upcoming tourism-related events, meetings and activities.

Ms. Camara requested commissioners' support to recommend local businesses utilize appropriate promo gifts.

Next Regular Meeting: June 16, 2016

Adjournment: 9:11 a.m.

Mary Tieman, Chairperson