

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
May 19, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Tieman called the meeting to order at 8:00 a.m.

Roll Call:

Members present: Sabra Albritton, Amanda Baillie, Becky Bjork, Bob Gent, Mary Tieman and Vivek Patel. Absent: Normajean Maryland. 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 May 19, 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 (6-0).

Acceptance of the Minutes from the April 21, 2016 Regular Meeting:

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

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

The motion carried, the vote was unanimous (6-0).

Call to the Public: Jim Pittenger, marketing coordinator for the upcoming Arizona State Hog Rally was present. Mr. Pittenger provided information on how the Rally is organized, participation, community support and the economic benefits to the community.

Members thanked Mr. Pittenger for the information and expressed support for the rally.

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

- Fort Huachuca has been chosen to host the screening for the movie "Independence Day Resurgence" in mid-June and celebrities from the movie will be doing engagements with the soldiers. The screening and website joinesd.com combines Army and Fox Studios recruiting and marketing efforts.
- The History Channel will be coming to Fort Huachuca to record a segment on unmanned aircraft.
- There will be Changes of Command and the Hall of Fame this spring and summer.

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

- The budget will be ready by next week.
- She and Ms. Hector will attend the upcoming State Sister Cities Conference.
- She hopes for more interaction between the Diversity, Sister Cities and Tourism Commissions for setting dates and attending the Cananea Fam Trip.

- She attended the Purple Heart Truck award and explained the awards and why they are important.

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

- Sierra Vista provided give-away items during the AOT National Tourism Week and she thanked the contributors.
- She has submitted a proposal for Sierra Vista to hold the 2017 Arizona Sister Cities Conference.
- An upcoming Sierra Vista fam tour with a freelance writer will include Ramsey Canyon Preserve, Garden Canyon, Petroglyph Discovery Trail and four local restaurants.
- The recent AOT international traveler fam tour has resulted in good publicity.
- Upcoming advertising and media exposure includes *El Imparcial*, *Las Vegas Sun*, Pandora Radio, and Phoenix Metro Light Rail.
- CCTC agencies are coordinating media buys and upcoming campaign and media efforts will include Facebook, *Sunset Magazine*, *Grand Lifestyles* and *Arizona Republic*. The next meeting is in Willcox on May 25.
- She has provided a translated rack card for the AOT China Media Mission which met with over 100 trade and media representatives.

New Business:

1. Borderlands Festival at Coronado National Memorial, November 5, 2016: Mr. Gent reviewed a printed handout forwarded from Park Ranger Christopher Bentley that outlined the history, background and goals of the upcoming Borderlands Festival.

Members discussed the benefits and history of the Festival and expressed support for the event.

2. Opportunities to tie in events with Chamber of Commerce and SEAHA: Mr. Patel reviewed upcoming events that will be held in Sierra Vista including the State Hog Rally and a balloon festival spearheaded by the Windemere Hotel & Conference Center. Members discussed Commission, City, Chamber and SEAHA support for the events.

3. Best of Sierra Vista: Ms. Bjork updated on goals and changes for the next Best of Sierra Vista event and awards. She requested members' feedback and input for determining categories and event organization.

Members discussed ideas on categories, nominations and voting and agreed they will provide support at the award ceremony.

Ms. Bjork advised she will have information on voting and event dates at the next regular meeting.

4. Restaurant Week: Ms. Tieman opened discussion. Members reviewed problem areas with the past event and possibilities for a different format. Possibilities included special menu items, tying in with the AOT Restaurant Week date or the Best of the Vista awards, and changing the format to a food sampling event.

Mr. Gent suggested contacting business managers to inquire what they would want to do.

Ms. Tieman encouraged members to consider options for a future event.

Old Business:

1. Support for National Park Designation for Chiricahua National Monument: Mr. Gent provided an update including:

- Deming has passed a resolution.
- The Tucson resolution is pending and should be approved.
- The Silver City trip has been cancelled as the resolution will not be put on the agenda. The City has responded they will not take a position on the designation change.
- New Mexico support includes Lordsburg, Deming and county.
- There still has not been a response from Representative Flake.
- Progress for the campaign may slow during this election year, and efforts will continue into next year.

2. Commissioners Cananea Fam Trip: Ms. Tieman opened discussion. Ms. Huisiking requested members review the travel dates that Ms. Hector had outlined in her email.

Mr. Gent suggested the date be determined by the Mayor's availability and Ms. Huisiking suggested that several trips may be scheduled. Members discussed possible dates and Ms. Hector suggested that members forward their first three choices by May 27.

Members reviewed the Tourism Commission goals for the trip and agreed that promoting tourism and a positive perception of border safety are primary goals.

Members discussed and agreed the schedule should include a day of sightseeing tourist attractions, shopping and a meal to familiarize themselves with border travel and safety.

Ms. Tieman reviewed that members will have a date and itinerary suggestions to present at the next meeting.

Requests of Commission: Members provided brief updates on various tourism activities.

Next Regular Meeting: July 16, 2016

Adjournment: 9:17 a.m.

Mary Tieman, Chairperson

Attachment: Borderlands Festival