

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
June 16, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Tieman called the meeting to order at 8:03 a.m.

Roll Call:

Members present: Sabra Albritton, Amanda Baillie, Bob Gent, Normajean Maryland and Mary Tieman. Absent: Becky Bjork and Vivek Patel. Also present: Associate Commissioner Sunhilt Gregory, Council Liaison Hank Huisking, Staff Liaison Judy Hector and Patrice Graber.

Acceptance of the Agenda: Ms. Tieman offered the June 16, 2016, agenda for acceptance.

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

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

Acceptance of the Minutes from the May 19, 2016 Regular Meeting: Ms. Tieman offered the minutes of the May 19, 2016, regular meeting for acceptance.

Ms. Maryland made a motion to accept the minutes. Ms. Baillie seconded the motion.

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

Call to the Public: None

Fort Huachuca Liaison Update: Ms. Camara was not present.

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

At the Joint Commission meeting members reviewed the July 4, itinerary, gifts, and commission staffing and menu for the hosted lunch.

Council budget discussions have continued, there will not be an increase for the Tourism budget, and the Public Affairs Office and Economic Development departments will work closely together.

The budget will be approved on June 23, and is approximately the same as last year.

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

Installation of the new street pole banners will begin after July 4.

Recent advertising in *Outside Magazine* has resulted in over 600 visitor information requests.

CCTC is working on their media planning.

Work on redesigning the SierraVistaAz.gov website has begun.

Work on the VisitSierraVista.com website will begin in the next year.

AOT is pursuing international outreach missions.

The Governor's Conference will be held July 11-13, in Tucson and she has been invited to be a discussion panelist.

New Business: None

Old Business:

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

The Tucson Mayor has emailed him that the designation change has been put on the July 6, consent agenda and has asked him to attend the Tucson City Council Meeting.

Representative Flake still has not responded.

2. Commissioners Cananea Fam Trip: Ms. Tieman opened discussion and members reviewed:

The September 2, date coincides with one of their wine festivals.

There was a great response to the donations delivered to Cananea by the Sister Cities Commission in April.

Details for the trip will be discussed at the next regular commission meeting.

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

The AMA has issued a report on the health effects of light pollution.

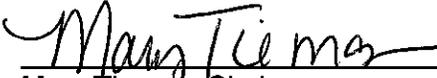
Clean up of trash along Fry Blvd. and throughout the city could be promoted through various programs including "Pick up for 12", "Adopt a Highway", "Community Clean-Up Day" and "Adopt a Multi-Use Path".

Mr. Pittenger has expressed he would like increased City support for the upcoming Arizona State Hog Rally.

The third Chamber and City Business Walk will take place in the West End today.

Next Regular Meeting: July 21, 2016

Adjournment:



Mary Tieman, Chairperson