

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
July 21, 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: Amanda Baillie, Becky Bjork, Bob Gent, Normajeane Maryland and Mary Tieman. Absent: Sabra Albritton, Vivek Patel. Also present: Council member Rachel Gray, Staff Liaison Judy Hector and staff, Patrice Graber.

**Acceptance of the Agenda:** Ms. Tieman offered the July 21, 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 June 16, 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. Mr. Gent seconded the motion.

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

**Call to the Public:** Mr. Gent reviewed correspondence forwarded by Allen Etheridge, Superintendent, Southeast Arizona Group National Parks, including:

Road reconstruction is complete at Chiricahua National Monument.

Chiricahua was recently featured on *Arizona Illustrated*.

The National Park Service is requesting ADOT to include Coronado National Memorial on I-10 directional signs.

2015 National Park impact data has been released.

Planning for the Borderlands Festival continues.

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

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

The Adventure Guide won the printed collateral award at the Governor's Tourism Conference.

She has been requested to serve on the Governor's Tourism Advisory Council.

Software for drip marketing has been approved.

Arizona Office of Tourism is focusing on four pillars for tourism and three are the same as hers: Adventure, Culinary (including winery) and Wellness.

CCTC will now meet quarterly and the Executive Team and Public Affairs Committee will continue to meet regularly.

The CCTC strategic plan is being finalized.

CCTC and SEAHA are working together as a team.

Work on both City websites will continue throughout this fiscal year.

**New Business:** None

**Old Business:**

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

The campaign will be featured on Arizona Public Media air and web for an in-depth program.

Tucson City Council has passed a resolution of support.

Campaign efforts will continue with obtaining local support and expanding into New Mexico.

Discussion included that Representative McSally has been supportive and that Senator Flake has indicated he will follow her lead.

**2. Commissioners Cananea Fam Trip:** Ms. Tieman opened discussion. Discussion included:

Members should RSVP for the September 2, trip to Ms. Hector.

Council members will RSVP to Sue Gray.

Council member Gray, Ms. Baillie and Mr. Gent advised they will attend.

Ms. Bjork and Ms. Maryland advised they are renewing their passports.

It is important to continue building relationships.

Ms. Hector will have an update soon.

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

Mr. Gent reported efforts for "Keep Sierra Vista Clean" are productive and state trust permits are available.

There is an upcoming "Women in Action 2016" Seminar.

*Discover Cochise* articles have been very positive.

"Best of the Vista 2016" voting will be in mid to late August and the publication will be available in early October.

Ms. Hector will be attending a media mission focusing on attracting snowbirds from Canada.

Sandra Watson from the Arizona Commerce Authority, Council member Huisling and Ms. Hector will be speakers at Good Morning Sierra Vista on August 4.

**Next Regular Meeting:** August 18, 2016

**Adjournment:** 8:41 a.m.

  
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Mary Tieman, Chairperson