

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
August 18, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Tieman called the meeting to order at 8:10 a.m.

Roll Call:

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

Acceptance of the Agenda: Ms. Tieman offered the August 18, 2016, agenda for acceptance.

Ms. Bjork made a motion to accept the agenda. Ms. Maryland seconded the motion.

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

Acceptance of the Minutes from the July 21, 2016 Regular Meeting: Ms. Tieman offered the minutes of the July 21, 2016, regular meeting for acceptance.

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

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

Call to the Public: None

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

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

- Council will be attending the Arizona League of Cities Conference and representatives from Sonoran Sister Cities will be invited for the first time.
- John Healy from the Buena Mountain Biking Club attended the last SEAHA meeting and provided an update on the state race held on Fort Huachuca on October 8-9.

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

- The new Mountain Biking Map is almost ready to go to print and will be available for the upcoming mountain bike race.
- She met with media representatives in Vancouver and established good contacts who were enthused to visit Sierra Vista soon.
- The new City website is launched and allows the public to make calendar event submissions and to rsvp for meetings.
- CCTC has developed a new design for the *Land of Legends* publication including highlighting "Legendary Hikes" and "Discover Legendary Wines" that will have a broader appeal.
- AOT cooperative buys are starting.

New Business:

1. All Sierra Vista Commission Meeting: Ms. Tieman advised the meeting is at 4 p.m. today.

2. RSVP Program Update: Ms. Tieman and Ms. Baillie provided an update including:

- The program has been very successful and over 250 relocation packets have been mailed to date.
- The program is moving forward, there is three-year vision for the program and a goal is that it will be self-sustaining.
- Articles have been placed in *Where to Retire* magazine and Facebook likes have increased from 74 to over 1,678. Views of pictures and videos has increased dramatically.
- Periodic updates will be provided.

3. HOG Rally Update: Ms. Tieman's update included:

- Registration is about 800 to date.
- Mr. Pittinger is invited to the next SEAHA meeting and will be a *Good Morning Sierra Vista* guest speaker.

Discussion included business sponsorship and advertising in the rally book.

4. Discover Cochise: Ms. Bjork's update included:

- The publication will have a new look and content.
- "Natural Wonders", "Food and Drink", and "Things to Discover" will be highlighted as well as the traditional "History and Heritage".
- Distribution will include Cochise County and Tucson International Airport, and will be expanded into key locations in northern Arizona including Phoenix, Sedona and Flagstaff.
- Printed distribution will be at least 40,000 and it will also be available as a flip-book online.
- Print date is in mid-October.

Old Business:

1. Support for National Park Designation for Chiricahua National Monument: Tabled.

2. Commissioners Cananea Fam Trip: Ms. Huisiking reviewed the travel plans including:

- To date five Council members and eight members from the Tourism, Sister Cities and Cultural Diversity Commissions plan to attend.
- Alma Delores Dance Troop has requested to attend and provide a dance demonstration.
- The proposed itinerary includes departing from City Hall about 8-9 a.m., a two-hour mine tour, lunch and a winery tour.

Discussion included taking two vehicles to allow some attending to stay the night and depart on Saturday.

Requests of Commission: Members provided brief updates on several tourism-related activities.

Next Regular Meeting: September 15, 2016

Adjournment: 9:05 a.m.



Mary Tieman, Chairperson