

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
September 15, 2016
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Baillie called the meeting to order at 8:11 a.m.

Roll Call:

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

Acceptance of the Agenda: Ms. Baillie offered the September 15, 2016, agenda for acceptance.

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

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

Acceptance of the Minutes from the August 18, 2016 Regular Meeting: Ms. Baillie offered the minutes of the August 18, 2016, regular meeting for acceptance.

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

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

Call to the Public: Allen S. Etheridge, Superintendent Southeast Arizona Group National Park Sites was present. Mr. Etheridge updated members on recent and upcoming events and activities at Coronado National Memorial, Fort Bowie National Historic Site and Chiricahua National Monument. He also advised Border Patrol will be constructing a tower at Montezuma Pass and he continues to work on signage for Coronado National Memorial at the I-10 Sierra Vista exit.

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

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

- The new Council is in place.
- Council passed a resolution tasking the Citizens Advisory Commission to review commissions and report by November.
- Commissions will be asked to provide three objectives for Council to consider including in the upcoming Strategic Plan objectives. Objectives should be measurable and be able to be accomplished.
- German students will travel to Sierra Vista in February for the Sister Cities Exchange Program.
- The Cananea fam trip was very successful and the next trip may include an overnight stay.

Ms. Hector requested that "Commission Goals for the Strategic Plan" be added to the next regular meeting agenda.

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

- Staff is preparing welcome bags and visitor information for the upcoming Buena State Mountain Bike Race, Arizona State Hog Rally, and NAMI Sky Island Bicycle Tour.
- She will be attending the AOT Arizona Showcase media and shopping event in Hermosillo.
- Work will begin on revising the VisitSierraVista website.
- CCTC is working on featuring Cochise County attractions on three 1/2-hour television shows and has placed a full page ad in the *Edible Baja* magazine.
- The next CCTC quarterly meeting is in Bisbee on October 21.
- The City Bicycle-Friendly Business Program has been launched.
- AOT is currently focusing on Phoenix and the China media mission.

New Business: None.

Old Business:

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

- **Call and support from Senator Flake's office:** Mr. Gent updated that Representative McSally will introduce legislation today on the designation change. Members discussed concerns about introducing legislation this early and strategies to continue efforts.

Mr. Gent advised the Natural Resource Director in Washington, DC called him to express support.

- **Status of city and county resolutions:** Mr. Gent reviewed the importance of continuing to obtain the support of other cities and chambers

2. Commissioners Cananea Fam Trip: Ms. Huisking provided an update earlier in the meeting. Members discussed and agreed to attend the Borderlands Festival at Coronado National Memorial for the next fam trip.

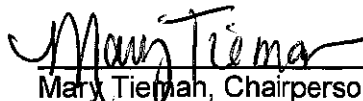
Requests of Commission: Updates included:

Ms. Hector advised that the City is developing a signature event, "Savor Sierra Vista" on the Memorial Day holiday that will feature a wine festival and other activities such as a guided hike on the Arizona Trail. Volunteers and help with the event will be needed and members are encouraged to participate.

Mr. Gent advised Robert Naylor will have a presentation at Cochise College, and on Saturday the "Sierra Vista in Action" will be held at the Public Library.

Next Regular Meeting: October 20, 2016

Adjournment: 9:11 a.m.


Mary Tiernan, Chairperson