

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
October 20, 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, Normajean Maryland, Mary Tieman and Vivek Patel. Also present: Associate Commissioner Sunhilt Gregory, Council Liaison Hank Huisking, Staff Liaison Judy Hector and staff Patrice Graber.

**Acceptance of the Agenda:** Ms. Tieman offered the October 20, 2016, agenda for acceptance.

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

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

**Acceptance of the Minutes from the September 15, 2016 Regular Meeting:** Ms. Tieman offered the minutes of the September 15, 2016, regular meeting for acceptance.

Ms. Albritton made a motion to accept the minutes. Mr. Gent 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. Huisking's update included:

- She attended the Arizona Townhall and the information is timely for our region and state.
- The Council strategic objective for a healthier community resulted in the City of Sierra Vista receiving gold awards in all five categories and was one of two cities in Arizona to achieve that status. She and other council members and staff will attend the Winter National League of Cities Summit to receive the recognition.

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

- She has launched an online media advertising campaign targeting snowbirds that will result in over 1.5 million views.
- Facebook advertising in targeted markets has begun.
- The Hog Rally had an estimated attendance of 1,300 registered and an additional 200-300 onsite.
- The Mountain Bike State Race went well and may return to Sierra Vista next year.
- She attended the AOT Arizona Showcase media mission/tradeshaw.
- The Cochise County Tourism Council meeting is Oct. 26, 9 a.m., at Bisbee City Hall.
- She will attend a state tourism roundtable in Sedona in January.

**New Business:**

**1. Commission Goals for Strategic Plan:** Discussion included it is important to discuss goals to present to Council in December and members agreed to review and update the three goals they last presented to Council.

Ms. Huisking requested members submit their goals by the end of the year.

Ms. Baillie offered to bring the goals previously submitted to the next meeting, and to email the goals to Ms. Graber for her to forward to members.

Ms. Baillie requested Commission Goals for Strategic Plan be placed on the next meeting agenda.

**2. "Savor Sierra Vista" Event:** Ms. Hector updated the signature event is geared to draw visitors for a one or two-night stay. The event will center around a first day that includes a major activity such as a "Summit Challenge" climb in the Huachuca Mountains, wine tasting and food-tasting, a second day with add-on activities and a third day of Memorial Day activities.

Add-on activities may include a farmer's market, pancake breakfast, games or a Movie in the Park.

**Old Business:**

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

- There was a lot of positive press when Representative McSally introduced the legislation.
- The campaign may be on a hold due to elections, and efforts to regroup after elections should continue.
- It is important to get Governor's and Senator McCain's support.
- The importance of continuing to obtain support from Cochise County, New Mexico and other areas.

Discussion included it is important to highlight the change would not result in increased National Park costs or need for extra staff. Mr. Gent advised efforts need to continue after the elections and requested the campaign be put back on the CCTC agenda.

**2. Commissioners Fam Trip, Borderlands Festival, November 5, 2016:** Ms. Huisking opened discussion and advised she will attend the Festival. She encouraged members to support the event and agreed to coordinate plans for members who would like to attend.

**Requests of Commission:** Members updated on various tourism activities including:

- *Discover Cochise* will be available soon and the "Best Of" event will be held on Nov. 17.
- Sunhilt Gregory and her team has received the top national "Torch Bearers Award" for Holiday Inn, based on guest satisfaction.

**Next Regular Meeting:** December 15, 2016

**Adjournment:** 8:52 a.m.

  
Mary Tieman, Chairperson