

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
November 17, 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, Bob Gent, Mary Tieman and Vivek Patel.
Absent: Becky Bjork and Normajeau Maryland. Also present staff Patrice Graber.

Acceptance of the Agenda: Ms. Tieman offered the November 17, 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 October 20, 2016 Regular Meeting: Ms. Tieman offered the minutes of the October 20, 2016, regular meeting for acceptance.

Ms. Albritton 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: Frank Jackson, member of the Airport Commission was present.

Mr. Jackson expressed his interest in attending other commission meetings. He updated that the Council has formed a committee to review commissions and encouraged members to attend the committee work sessions to stay informed of proposed changes.

Fort Huachuca Liaison Update: Ms. Camara was not present. Mr. Gent requested it be recorded in the minutes that the Commission would like to confirm that Fort Huachuca will not be participating with the Tourism Commission.

Council Liaison Update: Ms. Huisking was not present.

Staff Liaison Update: Ms. Hector was not present.

New Business:

1. All Commission Meet and Greet event: Ms. Graber read email correspondence from Rosie Mackie regarding Joint Commission meetings including the proposal to hold catered meetings at the Landmark Cafe, cost per attendee would be \$10, and that Ms. Mackie requested other commissions host future meetings in January, April, July and October.

Members discussed hosting a meeting and Ms. Tieman agreed to contact Ms. Mackie to find out what duties hosting includes.

Old Business:

1. Commission Goals for Strategic Plan: Ms. Baillie opened discussion. Members reviewed and discussed each of last year's Recommendations to Council and agreed they should be included in the upcoming Recommendations. Ms. Baillie agreed to update the

Recommendations for the December presentation and forward them to Ms. Graber. Ms. Graber will forward the update to members, Ms. Huisking and the City Clerk.

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

- SEAGO voted to support a resolution supporting the designation change.
- Indications are that Representative McCain will not oppose but stay neutral on the campaign.
- Douglas Historical Society has expressed support and the City of Douglas will pass a resolution in support.
- Uncertainty regarding the National Executive Branch and federal programs could jeopardize the project.

Members discussed the importance of Representative McSally's support, continuing campaign efforts and scheduling another work session to write letters. Mr. Gent agreed to do a presentation in Safford.

Requests of Commission: Members updated on various tourism activities including Best of the Vista awards, the Huachuca Astronomy Club Program featured in *Tempo*, *Discover Cochise* distribution and upcoming holiday events.

Next Regular Meeting: December 15, 2016

Adjournment: 8:51 a.m.



Mary Tieman, Chairperson

From: Judy Hector

Sent: Wednesday, November 02, 2016 12:35 PM

To: Patrice Graber

Subject: FW: ALL COMMISSION MEET AND GREET

Would you please add to the next Tourism Commission agenda. Since I won't be there, would you please add your name as the speaker; I'm sure Hank will join in the discussion.

All Commission Meet and Greet event (Patrice)

- Proposal to hold future, catered events at the Landmark
- Cost per attendee would be \$10+tip

From: ROSIE MACKEY [<mailto:rmackey55@gmail.com>]

Sent: Wednesday, November 02, 2016 11:45 AM

To: Liz York; karen.peitsmeyer@gmail.com; slimtiaci@hotmail.com; Shaundra L. McLemore-Sanders; GAIL HOUSTON; Chrysti Lassiter; lauriowen@live.com; taft98@msn.com; Joy Mims; Susanne Himstedt-Gilbert; Pamela Anderson; HENRIETTA HUISKING; Jenifer Thornton; Richard Cayer; Victoria Yarbrough; Lee Elaban; Alesia Ash; Craig Mount; David Felix; EMILY SHERRER; GWENDOLYN CALHOUN; Judy Hector; Matt McLachlan; RACHEL GRAY

Subject: ALL COMMISSION MEET AND GREET

Did we have a good time or what???????

Thanks to all who participated:

CAC - CDC - EAC - PRC - SC - WEC

As I looked around the table I saw all of the commissioners and guest talking and laughing and sharing what they do and what they are planning..They wee really enjoying themselves

Pam Anderson and her staff outdid themselves with a wonderful Traditional Thanksgiving Dinner, to include pumpkin pie.

The consensus of opinion was we should have our future Meet and Greets at the Landmark so all we have to do is show up. We don't need a full meal at all of the meetings. Pam can provide Sandwiches, finger food, light snakes, depending on what we desire for the low, low, low price of \$10.00 + tip. If we leave it up to Pam, we don't have to worry about setting up or cleaning up.

Those of you who attended this time share with your fellow commissioners, staff and council liaison what you learned and encourage them to take a turn at hosting the next meetings. Have your staff liaison make this an agenda item.

The next Meet and Greet will be the 1st or 2nd Tuesday of January, April, July, & October. Pick one to host. Let me know ASAP.....Contact me with any questions

Thank You - Thank You - Thank You to all

Rosie Mackey

chair

West End Commission

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Recommendations to City Council (short-term, achievable)

- Safety perceptions due to border issues highlighted nationally, especially during election campaigns. Invite high profile politicians to tour the area as a tourist.
- Highlight the positive aspects, such as low crime statistics. This is already done on the economic development website, but could be included in the tourism website.
- Take a FAM tour to Cananea, Mexico. The commission is planning to visit Cananea and invites the Mayor and council to join them. The goal of the trip is to learn more about this Mexican community and its tourist attractions, and to highlight the safety aspects of travelling across the border. Also to encourage cross border tourism and shopping. Commission member Amanda Baillie will write a feature article on the trip to publicize the positive aspects of the tour.

Strategic Plan recommendations

The Commission made these same long-range recommendations a year ago and would ask the council to continue to take them under consideration when planning for the future. They are:

- Explore Funding Options – seek out grants, utilize a larger portion of the lodging tax to fund tourism marketing, and explore co-operative advertising opportunities with community partners, such as The Mall, Chamber, SEAHA, EDF, SEAGO, Cochise College, Cochise County, and the private sector.
- Convention Center – explore how we can host large events. Look at existing buildings in Sierra Vista, such as the former Palms Convention Center, Sutherlands, Apache Middle School etc.
- Visitor Center – explore viable options for moving the visitor center to a more visible and user-friendly location.

Additional recommendations

Support of Southeast AZ Hospitality Association strategic goals and council requests.

- Allocate a larger proportion of the current lodging tax to the tourism marketing fund. While the commission is aware of budget constraints, it believes an investment must be made to encourage more people to visit Sierra Vista and Cochise County.
- Permanent Events/Group Tourism Coordinator – commission encourages the city to invest in a permanent events coordinator position. This person would actively seek out large events to be staged in Sierra Vista (e.g. HOG Rally), as well bringing tour groups to the region. We believe this is an affordable investment that would result in a large return for local hotels, restaurants, and shops, as well as the city via sales tax.