

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
April 13, 2017
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Tieman called the meeting to order at 8:01 a.m.

Roll Call:

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

Acceptance of the Agenda: Ms. Tieman offered the April 13, 2017 agenda for acceptance.

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

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

Acceptance of the Minutes from the March 9, 2017 Regular Meeting: Ms. Tieman offered the minutes of the March 9, 2017 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 (4-0).

Call to the Public: None.

Council Liaison Update: Ms. Wolfe was not present.

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

- Articles on Sierra Vista have appeared in Phoenix and Scottsdale publications and *North Valley* magazine.
- Print and online ads include Cornell Labs and a bird count snippet will be on the visitor website.
- Recent GoAZ ads highlight Southwest Wings events.
- Savor Sierra Vista advertising includes the Herald and Phoenix and Tucson radio stations. A brochure with a schedule of events will be available soon. Progressive dinner tickets are available online.
- Media travel writers will be arriving soon as a result of the Seattle media marketing meeting.
- Recent CCTC advertising includes *True West* and *visitarizona.com*
- AOT is promoting National Travel and Tourism Week, May 7-13

New Business:

1. Airport Commission - Sign: Mr. Gent related he has received a lot calls regarding the sign.

Ms. Maryland arrived to attend the meeting.

2. Airport Sign - Guest Speaker Sharon Flissar: Ms. Flissar, Director of Public Works, had recently attended an Airport Commission Meeting which addressed purposes and challenges associated with the proposed new digital Airport sign.

Ms. Flissar provided a review of considerations for the sign including:

Designing the sign like the Cochise College sign: The College sign is exempt from (schools are exempt by state law), and does not meet City sign regulations.

The Airport sign would need to comply with/be compatible with City Development Codes.

A variance from code would require City Council approval.

Digital messaging with a rotation of 15 seconds would allow one message to be viewed traveling at 65 mph.

Significant safety factors include the 65 mph limit and drivers being distracted by messaging and light glare.

Airport Commission members intend to do research on what parts of the Code could be adhered to and which parts would need a variance approval.

Constructing the sign at a better location for intended purposes may be considered.

Members discussed costs versus benefits, safety concerns and that compliance with current code is important for protecting our dark sky. Members agreed that they should table discussing support for the sign until a detailed proposal is available.

Ms. Baillie made a motion to table discussion on the Airport sign until additional information is received. Ms. Bjork seconded the motion.

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

3. Food Truck Friday Presentation: The guest speaker was not present. Ms. Tieman commented that a monthly Food Truck Friday event at the West End is being discussed. Members briefly discussed challenges, options and possible safety concerns.

Old Business:

1. Tourism Commission Report to Council: Ms. Baillie updated she is completing the presentation to Council on May 2 at 3 p.m.

2. Support for National Park Designation for Chiricahua National Monument: Mr. Gent reported there is not much recent activity. Members discussed that even though there is considerable support, the political climate and perceived safety issues are concerns. Members agreed to continue working on the designation, but not to expect significant progress in the near future. Mr. Gent commented that the Forest Service has removed two of the "danger" warning signs near the Coronado National Memorial and work will continue on removing more.

3. Familiarization Trip to Sierra Vista Municipal Airport: Ms. Tieman confirmed the next regular meeting will be at the Airport, an Airport fam trip will follow and requested that Ms. Graber contact John Voishan for confirmation and information.

Requests of Commission: Members provided brief updates on various tourism activities and members agreed on agenda items:

Ms. Maryland will provide a monthly SEAHA update included as an agenda item following the regular updates.


Support for National Park Designation for Chiricahua National Monument will remain under Old Business.

Familiarization Trip - Next Location and Date will be included under Old Business.

Tourism Commission Comments to City Council Agenda Items will be included on future agendas following the Council Liaison Update.

Next Regular Meeting: May 11, 2017.

Adjournment: 9:00 a.m.


Mary Tieman, Chairperson