

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
May 11, 2017
Sierra Vista Municipal Airport, 2100 Airport Ave., Sierra Vista, AZ 85635**

Call to Order: Ms. Tieman called the meeting to order at 8:03 a.m.

Roll Call:

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

Acceptance of the Agenda: Ms. Tieman offered the May 11, 2017 agenda for acceptance.

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

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

Acceptance of the Minutes from the April 13, 2017 Regular Meeting: Ms. Tieman offered the minutes of the April 13, 2017 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: Airport Commission members John Voishan, Frank Jackson, George Pohlman and Lee Gray were present to lead the fam tour of the Airport following the meeting. Mr. Voishan expressed that holding tournaments in Sierra Vista for the popular sport, pickleball, may be of value in attracting participants and visitors to our area.

Allen Etheridge, Superintendent Southeast Arizona Group National Park Sites was present and his update included: Visitation numbers for our local Parks are up, construction of the U.S. Border Patrol tower at Montezuma pass is almost complete, and the shuttle service from the Coronado Memorial Visitor Center to Montezuma Pass has been very well-attended and appreciated by visitors.

Mr. Etheridge also expressed that support is needed to locate an additional sign for the Coronado National Memorial on I-10 near the 302 Exit or another desirable location, and that letters of support would be beneficial.

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

- Ms. Baillie did a fantastic job at the Tourism Commission Presentation to Council and that it sparked lots of discussion among Council members.
- Resolution 2017-026 supersedes previous resolutions that were vague, defines term limits and that the January 1 terms will be helpful to schedule training classes for commissioners.
- Council will be focusing on tasking commissions and that tasks will be developed by both Council and Commissions.

Tourism Commission Comments to City Council Agenda Items: Mr. Gent suggested commission members follow what Council is doing and thanked Ms. Baillie for commenting on two of the Council agenda items that the Tourism Commission supported during the Presentation to Council.

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

- Savor Sierra Vista has been a center of focus and event promotion includes a rack card distributed to local businesses and Arizona visitor centers, and an event program being distributed now and that will be available at the event. Marketing efforts have included advertising in the Phoenix and Tucson areas. Partnerships for the event include the AZ Trail Association, Sierra Vista Chamber of Commerce and community members.
- Regular advertising includes social media, print and other projects such as a Sizzle Wheel video and a new display at the county visitor center in Willcox.
- CCTC currently has no budget for print advertising. The City of Sierra Vista Marketing and Public Affairs Department may contract as the marketing agent and this could be beneficial to the Council.
- Sierra Vista has recently received a bronze award designation as a "Bicycle-Friendly Community" by the League of American Bicyclists and is one of only 11 in our state to receive the award.
- The State Governors Conference of Tourism Conference in July will feature updates, networking and workshops.

SEAHA Update: The next SEAHA meeting is May 17, and Mike Cline and Adam Curtis are the guest speakers.

New Business:

1. Commission Guidelines: Mr. Gent related Ms. Wolfe addressed this earlier.

2. Keep Sierra Vista Beautiful: Mr. Gent updated that the City has done a great job on promotion. He suggested more streets be adopted and that press continue on adoptions.

Members discussed the increase in tourism in Sierra Vista and the importance of keeping the City beautiful including trash pick-up along roads and highways.

Members discussed the Tourism Commission adopting a section of roadway.

Ms. Albritton made a motion that the Tourism Commission adopt a section of roadway for clean-up in support of the Keep Sierra Vista Beautiful campaign.

Mr. Gent seconded the motion.

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

Members agreed to find out what sections are available and to consider which would be advantageous for a good visitor impression.

Old Business:

1. Tourism Commission Report to Council: Ms. Baillie updated the presentation went well and generated discussion among Council. Feedback included choosing a couple of recommendations and doing research to gather statistics and information to support the recommendation.

Discussion included choosing two items, Hiring an Events Coordinator and Visitor Center Relocation/Satellite office, and doing research on those items including costs and benefits.

Mr. Gent updated that during the Report, Councilmember Mount inquired about the safety perception and that he sent Mr. Mount the letter from Representative McCain. Mr. Gent said he also got a copy of the Sierra Vista Police Annual Report for crime statistics, now has a link to get crime stats for the County and plans to prepare a report comparing Sierra Vista and Cochise County to other cities and counties. Follow-up press on that report could help enormously.

Ms. Baillie requested that Events Coordinator Position be put on the next agenda to start discussion.

2. Support for National Park Designation for Chiricahua National Monument: Mr. Gent updated that he received a letter from Congresswoman McSally and he has replied thanking her for her support and that the campaign will continue. He also updated that Alan Baker has sent a new letter to Senator Flake inquiring about support for the campaign.

3. Familiarization Trip - Next location and date: Members discussed possibilities and Ms. Albritton agreed to have an update at the next meeting.

Requests of Commission: Members provided brief updates on tourism activities. Mr. Gent updated that Kartchner will have a ribbon-cutting for new murals and one mural is of the night sky. He informed members that the Kartchner International Dark Sky application is updated, the Huachuca Astronomy Club assisted in the application and the award should be soon. Kartchner is one of two state parks in Arizona awarded the designation and that award and status will draw significant attention and press.

Next Regular Meeting: June 8, 2017.

Adjournment: 9:00 a.m.

Mary Tieman, Chairperson

Attach to May Minutes

MARTHA MCSALLY
2ND DISTRICT, ARIZONA

510 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-2542

Congress of the United States
House of Representatives
Washington, DC 20515-0302

May 8, 2017

Mr. Bob L. Gent
4204 South Hohokam Drive
Sierra Vista, AZ 85650-8555

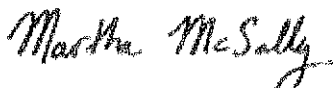
Dear Mr. Gent,

Thank you for contacting me regarding your support for establishing Chiricahua National Park in Arizona. As an outdoorswoman who enjoys the many beautiful lands in Southern Arizona, I appreciate your thoughts on this important issue.

You may be interested to know, in the 114th Congress I introduced H.R. 6190, the *Chiricahua National Park Act*. This bill would incorporate the current lands within the Chiricahua National Monument into the National Park System. Like you, I cherish the national parks in our state and across the country which cover 84.5 million acres of land and consist of 405 units each with significant natural, cultural, and recreational importance. We are privileged to live so close to many of these remarkable places, and I share your commitment to preserving them for future generations. Rest assured, I will continue to work with my colleagues in the 115th Congress and be an advocate our public lands in Southern Arizona and for establishing Chiricahua National Park.

As the 115th Congress addresses the many challenges facing our nation, I hope you will continue to share your thoughts and concerns. To keep up with my work in Congress, you can follow me on [Twitter](#) and [Facebook](#), or visit my website at mcsally.house.gov where you can sign up to receive my e-newsletter. Again, thank you for sharing your concerns. Please continue contacting my office regarding issues that you feel are important to you and Southern Arizona.

In Service,



MARTHA MCSALLY
Member of Congress