

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
January 19, 2017
Oscar Yrun Community Center, 3020 E. Tacoma St.**

Call to Order: Ms. Baillie called the meeting to order at 8:00 a.m.

Roll Call:

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

Acceptance of the Agenda: Ms. Baillie offered the January 19, 2017 agenda for acceptance.

Ms. Maryland made a motion to accept the agenda. Ms. Bjork seconded the motion.

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

Acceptance of the Minutes from the November 17, 2016 Regular Meeting: Ms. Baillie offered the minutes of the November 17, 2016 regular meeting for acceptance.

Mr. Gent 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: Isabel Hillebrandt and George Scott from the Southeast Economic Development Group (SAEDG) were present.

John Voishan from the Airport Commission was present. Mr. Voishan expressed his desire to connect with Tourism Commission members and encouraged them to visit the Airport in April. He asked that members support more exposure for the Airport and provided a brief update on Airport activities.

Staff Liaison Update: Ms. Hector reminded members the Commission Report to City Council will be due sometime in March or April. Her update included:

- To date, the Savor Sierra Vista Event has three bands performing, seven wineries and one distillery participating and that registration for the Summit Challenge will open soon. Promotion for the event has already started and will continue.
- The snowbird campaign has been very successful.
- She will soon travel to Portland and Seattle for a media mission.
- An article on Sierra Vista has been submitted to Phoenix Magazine
- The All Commission Meeting is January 24.

- CCTC: The next meeting is 9 a.m., January 25 in Bisbee. Mike Finney with AZ Communications is retiring. The City Manager has formed a committee to explore IGA options.
- AOT reports Cochise County third quarter lodging is up by 10% and the ADR is up 5.9%. The Random Acts of Sunshine program is continuing.

New Business:

1. Comments on Commission Structure: Discussion included networking with other Commissions and reviewing commission meeting minutes on the City website.

2. County Concierge Service: Ms. Hillebrandt provided the printed SAEDG Tourism Concierge Service Business Vision. She reviewed the grant application, goals and obstacles for the project and expressed she would like members input, questions and support.

Discussion included what benefits the service would provide and if there is demand for the service.

Old Business:

1. Commission Goals for Strategic Plan: Discussion included that the Report to Council will be due in March or April and members agreed to include "Report to Council" on the February regular meeting agenda.

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

- He has received calls from Representative Flake's and McSally's offices and has had mixed feedback.
- He is waiting to hear back regarding what the priorities should be and that it may be best to wait until new staffing is in place.

Discussion included obtaining support from New Mexico, Democrats and the Governor, and that follow-through will involve considerable effort.

3. Familiarization Trip to Sierra Vista Municipal Airport, January 2017: Mr. Voishan suggested scheduling a trip in April when there will be a lot of activities. Members agreed to include the trip on the March regular meeting agenda.

Members discussed and agreed to schedule a fam trip to Singing Wind Bookstore in Benson on February 11.

Requests of Commission: Members provided brief updates on various tourism activities.

Next Regular Meeting: February 16, 2017

Adjournment: 9:07 a.m.

Mary Tieman, Chairperson