

**Sierra Vista Tourism Commission
Minutes of the Regular Meeting
March 9, 2017
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, Mary Tieman and Vivek Patel.
Absent: Bob Gent, Normajean Maryland and Associate Commissioner Sunhilt Gregory. Also present: Council Liaison Kristine Wolfe, Staff Liaison Judy Hector and staff Patrice Graber.

Acceptance of the Agenda: Ms. Tieman offered the March 9, 2017 agenda for acceptance.

Ms. Bjork 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 February 16, 2017 Regular Meeting: Ms. Tieman offered the minutes of the February 16, 2017 regular meeting for acceptance.

Ms. Albritton made a motion to accept the minutes. Ms. Bjork seconded the motion.

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

Call to the Public: John Voishan, Lee Gray, James Short and Frank Flores from the Airport Commission were present.

Council Liaison Update: Ms. Wolfe updated that Council will be working on the Strategic Plan for the next 30 days.

Staff Liaison Update: Ms. Hector updated on various department, Arizona Office of Tourism (AOT) and Cochise County Tourism Council (CCTC) activities including:

The new tourism website has launched and the drip-marketing system is set-up and will be expanding.

Recent and upcoming advertising includes *Scottsdale Sun City Times*, *El Imparcial* and radio stations KJZZ/KBCH.

Recent and upcoming articles on Sierra Vista include *Phoenix Magazine*, *South Scottsdale* and *Rider Magazine*.

CCTC has finished filming the Nikon Birding Adventures in Willcox and will return to Sierra Vista to film a hummingbird banding session.

The Governor's Conference on Tourism will be July 19-21 in Phoenix.

New Business:

1. Airport Commission Presentation: Airport Commission members provided a slide presentation and handout outlining their goal of obtaining a new Airport highway sign.

They provided a review including purposes and objectives for the sign, advertising and promotional opportunities, sponsorship, operation and costs, funding, restrictions and support.

Mr. Lee asked for Tourism Commission members' feedback and support in obtaining approval for the new sign and members agreed the sign was a good idea.

Ms. Tieman thanked members for the presentation and requested that "Airport Commission - Sign" be put on the next regular meeting agenda for continued discussion.

Mr. Voishan updated that May would be a better time-frame for a Tourism Commission meeting and fam trip to the Airport. Members agreed to reschedule for May 11, 2017.

Old Business:

1. Tourism Commission Report to Council: Ms. Baillie reviewed the presentation. Members discussed and agreed to keep and expand on the Chiricahua campaign and Familiarization Tours.

Discussion included the pros and cons of keeping Border Perception and a review of short and long term recommendations.

Members discussed focusing on choosing one long and short term goal that has impact and expanding their efforts to include doing research so that they could better advise Council.

Members agreed the long term recommendation should include an action plan over several years with bullet points.

2. Familiarization Trip: Members agreed the Airport trip will be in May.

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

Next Regular Meeting: April 11, 2017

Adjournment: 9:03 a.m.

Mary Tieman, Chairperson