

**Sierra Vista Tourism Commission  
Minutes of the Regular Meeting  
September 14, 2017  
Oscar Yrun Community Center, 3020 E. Tacoma St., Sierra Vista, AZ 85635**

**Call to Order:** Ms. Tieman called the meeting to order at 8:02 a.m.

**Roll Call:** Members present: Sabra Albritton, Amanda Baillie, Becky Bjork, Bob Gent and Mary Tieman. Absent: Vivek Patel. Also present Council Liaison Kristine Wolfe and staff Patrice Graber.

**Acceptance of the Agenda:** Ms. Tieman offered the September 14, 2017 agenda for acceptance.

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

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

**Acceptance of the Minutes from the June 8, 2017 Regular Meeting:** Ms. Tieman offered the minutes of the June 8, 2017 regular meeting for acceptance.

Ms. Bjork made a motion to accept the minutes. Mr. Gent seconded the motion.

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

**Call to the Public:** None.

Ms. Albritton arrived.

**Council Liaison Update:** Ms. Wolfe updated that Council is moving forward with the Fry Annexation, that it will come up for vote this Thursday and explained how it will be divided up into nine separate sections. She also updated that West End block grants for improvements are going through okay.

Ms. Tieman updated that she and Judy Hector attended the "Incredible Age Expo" at the Desert Diamond Casino, that approximately 3,000 people attended and many were quite interested in visiting Sierra Vista.

**Tourism Commission Comments to City Council Agenda Items:** Tabled.

**New Business:**

**1. Tourism Commission Vacancy:** Ms. Tieman noted the current vacancy and opened discussion. Members agreed to contact individuals from various hotels, restaurants and attractions and invite those who may be interested to future meetings.

**2. Events Coordinator:** Tabled. Members agreed to leave this item on the next agenda.

**3. Visitor Center Satellite Office:** Ms. Baillie opened discussion. Members agreed although a satellite office may be beneficial, there are not available resources to sustain operations at this time.

**4. Buffalo Soldiers, Fort Huachuca - Guest speaker Dave:** Tabled. The guest speaker was not present.

**5. Restaurant Week:** Ms. Tieman opened discussion. She proposed the commission consider that past focus on discounts and paperwork required for documenting sales and statistics was not well supported. Members discussed that holding a future event highlighting a special menu item or free item might increase interest, participation and have other benefits. Members also discussed scheduling Restaurant week in conjunction with another major local event and agreed to leave Restaurant Week on the next meeting agenda to continue discussion.

**6. SoCo Sites:** Ms. Bjork updated SoCo represents southern Cochise and the goal is to engage the large percentage of younger and new residents as well as visitors by offering three new websites:

SoCoVitality.com, builds on the magazine "Vitality" and connects women.

SoCoActive.com, designed to build on sports coverage as well as how to stay active with help from local sports teams and outdoor clubs.

SoCoAE.com, builds on arts and entertainment, features local music, and highlights the county's culture, arts and literature.

Ms. Bjork advised that the three sites are interactive and offer advertisers and readers opportunities to share information, social media feeds and Instagram photos

Goals include encouraging community engagement and content will come from the Herald, public, businesses and organizations. This year's "Best of" Winners and candid photos will also be posted.

**Old Business:**

**1. Keep Sierra Vista Beautiful:** Mr. Gent opened discussion. Members agreed to request a sign be installed "This section of highway adopted by the Tourism Commission" and Mr. Gent agreed to contact facilities regarding installation.

Members also agreed to schedule litter pick-up on September 30, starting 8 a.m., and to meet at Kayetan and Buffalo Soldier Trail. Mr. Gent agreed to pick up the vests and bags.

**2. Support for National Park Designation for Chiricahua National Monument:** Mr. Gent updated that due to the current political climate there has not been much activity.

Members agreed to contact Victoria Yarbrough regarding the status of the Coronado National Memorial sign.

**3. Familiarization Trip:** Members discussed and agreed to schedule the next fam trip to the Chiricahua National Memorial, September 24. Members agreed to meet at the Echo Canyon Loop parking lot at 10:30 a.m. to hike the Echo Canyon Loop.

**Requests of Commission:** Members provided brief updates on tourism activities including that the recent International Dark Sky designation for Kartchner Caverns received significant press coverage and publicity.

**Next Regular Meeting:** October 12, 2017

**Adjournment:** Ms. Tieman departed at 8:50 a.m. Ms. Baillie adjourned the meeting 9:10 a.m.

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Mary Tieman, Chairperson