

DRAFT

Cochise County Tourism & Economic Council Minutes

Wednesday, August 24, 2022

Cochise County Board of Supervisors

Executive Conference Room

1415 Melody Lane, Bldg. G

Bisbee, AZ 85603

Call in number: (602) 609-7513

Phone Conference ID: 799 739 911#

Meeting called to order by Chuck Potucek at 2:04 pm

Roll Call - Present: Steve Pauken (City of Bisbee), Rich Karwaczka (Cochise County), Chuck Potucek (City of Sierra Vista), Caleb Blaschke (City of Willcox), Ana Urquijo, City of Douglas,

Also present: Judy Hector (City of Sierra Vista Marketing & Communications Manager)
Kate Cox (CCTEC Marketing Coordinator)
Sharon Gilman (Deputy County Administrator)
Luis Pedroza (City of Douglas, Assistant City Manager)
Vicki Vivian (City of Benson)

Call to Public: No Comment

Discussion/ Action:

1. May 25, 2022, Regular Meeting Minutes. Motion to approve – Steve Pauken. Second – Ana Urquijo, Minutes were unanimously approved.
2. Presentation on quarterly marketing report: Kate Cox presented on the activities and accomplishments of the Explore Cochise campaign from June – August, 2022. The report highlighted a new campaign, “Get Real”, which highlights the many activities and experiences to be had in Cochise County away from it all.
3. Kate presented an update on the Arizona Office of Tourism grant for regional advertising. Channel 12 produced a video for the Get Real campaign. Herrmann-Global is also creating social media content that will enhance distribution and visibility.
4. FY 22-23 Budget Report: Judy Hector provided a summary of CCTEC revenues and projections as of June 30, 2022, total revenues are \$115,000, which includes \$40,311.32 in carryover from the previous fiscal year. Total expenses are \$129,887. This leaves a projected balance of \$25,423.79.
5. Presentation on Cochise County Economic Development website and branding plans: Sharon Gilman informed CCTEC members that the County has contracted with EDSuite to create a website specifically for County Economic Development. This process will include creating an economic development brand. Each community will be highlighted and promoted. More information will be shared as the project moves forward.

6. City County Reports on current events –

- Bisbee – Steve Pauken shared an update that the City is pursuing grant opportunities for Camp Naco and he is more encouraged of real progress than he has ever been before.
- Benson – Vicki was invited to share information on the upcoming Lantern Festival, Ghost Tours, and a first-ever Zombie Run.
- Willcox – no report
- Douglas – Ana Urquijo reported on the Downtown Revitalization project and upcoming events surrounding the HEART campaign.
- Sierra Vista – Judy reported on West Fest, Octoberfest, Cars in the Park and Art in the Park.

Meeting Adjourned: 2:52 pm