



Cochise County Tourism Council – Action Item Minutes

February 24, 2016

9:00 AM

Double R Guest Ranch

Pearce, AZ

Meeting called to order at 9:06 AM by Alan Baker

ROLL CALL

Benson: Bob Nilson, Laura Parker

Bisbee: Jen Luria, Cristina Plascencia

Sierra Vista: Judy Hector

Tombstone: Moe,

Douglas: Humberto Rivera, Doug

Willcox: Alan Baker, Brenda Haas

County: Lisa Marra

SEAGO:

Cochise College:

Guests in Attendance:

Call to the Public: *This is the time for members of the public to comment about items on this agenda or other items. The CCTC cannot respond to or answer at this time.*

Minutes: A motion to table Action Items Minutes of the Jan 27, 2016 meeting was made. The motion was seconded, and with no discussion, was passed unanimously.

Treasurer's Report: Lisa presented current budget status and handout.

Committee Reports:

- 1. Film:** Bob Hammond of Media Solution spoke of CCTC 2007 video, and need to have new updated one made
- 2. Public Relations:**
- 3. Budget:**



Discussion/Action: Items that the Cochise County Tourism Council will discuss or take action on

1. Elect a Secretary to finish the existing term left vacant by the departure of Patricia Ortiz from the City of Douglas. Humberto made motion nominating Cristina Plascencia, Bisbee, seconded, vote taken, motion passed unanimously.
2. Discussion and possible action to have the Chiricahua National Monument designated as a National Park
3. Discussion and action to approve "Internal Marketing" efforts or to approve articles to local publications on actions the CCTC has taken to increase tourism in Cochise County
4. Review of advertisement placement schedule and the assignment of CCTC members to help create advertising products or advertising.
5. To approve or disapprove budget expenditures to send a representative on the Mexico Trade Mission with the Arizona Office of Tourism. Budget expenditure of: \$1,500 plus materials with shipping and per diem rate for an expenditure of \$4,000
6. To approve or disapprove to send a representative to France and or Germany with the Arizona Office of Tourism and a Budget expenditure of: \$2,500 per event plus shipping of materials and per diem rate for an expenditure of \$6,000 per event. Motion made, seconded, vote taken, motion passed unanimously.
7. Discussion and action of Tucson Market and late Spring and Summer marketing outreach by the CCTC. Motion to direct \$1200 to social media, seconded, vote taken, motion passed unanimously.

Community Announcements: CCTC Members in attendance spoke of various upcoming community events or promotions. No action taken.

Next Meeting Location and Date: 9:00 AM March 23, 2016 Gateway Studio Suites – 203 S. Garden Ave. Sierra Vista, Arizona

Motion to Adjourn:

Motion made to adjourn the meeting, motion was seconded. Vote taken, motion passed unanimously. Meeting adjourned at 12:35-time

Action Item Minutes taken by Cristina Plascencia