



## **Cochise County Tourism Council – Action Item Minutes**

April 27, 2016

Schieffelin Hall – 402 Freemont St - Tombstone, Arizona

Meeting called to order at 9:00 am by Alan Baker, Chairman

### **ROLL CALL**

**Benson:** Bob Nilson

**Bisbee:** Jen Luria, Christina Plascencia (arrived 9:40am)

**Sierra Vista:** Judy Hector

**Tombstone:** Steve Troncale, Bill Pakinkis

**Douglas:** Humberto Rivera

**Willcox:** Alan Baker, Brenda Haas

**County:** Lisa Marra

**SEAGO:** Larry Catten

**Cochise College:** Absent

**Guests in Attendance:** Moe Sinsley

**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.*

Ms. Sylvie Schrader of Tucson/Sierra Vista addressed the Council about a new tour guide company she is opening that focuses on European (French and Dutch) travelers. These tourists want to experience the real western cowboy history with tours and dude ranches. She gave her contact information out to those in attendance.

**Minutes:** Judy Hector made a motion to approve the Action Items of the March 23, 2016 meeting. The motion was seconded by Jen Luria. With no further discussion, vote taken, motion passed unanimously.

Judy Hector made a motion to approve the Action Items of the Jan and Feb meetings, with corrections noted. The motion was seconded by Lisa Marra. With no further discussion, vote taken, motion passed unanimously.

**Treasurer's Report:** Lisa Marra gave the Treasurer's report for the month of March.

**Committee Reports:** None – no meetings

1. **Film**

2. **Public Relations:**

3. **Budget:**



**Discussion/Action: Only Action Items are noted.**

1. **Changing of the Chiricahua National Monument to Chiricahua National Park Update:** Judy Hector gave an update for Bob Gent who was not present. Discussion only, no action taken.
2. **Draft Budget:** Lisa gave an overview of the draft budget based on recommendations from the Budget Committee. Suggestions were noted to adjust some line items and bring the draft budget back to the May meeting for approval. Discussion only, no action taken.
3. **To Nominate and actively support Roger Naylor for Arizona Office of Tourism Hall of Fame Award:** Judy Hector made a motion to nominate Roger for this award. Motion was seconded by Bob Nilson. Discussion about the timeline and who would submit the application. Alan Baker appointed himself, Bob Nilson, Steve Troncale and Judy Hector to complete and submit the application for consideration. With no further discussion, motion was approved unanimously.
4. **To support National Tourism Week, May 1-7 through online/Social media marketing and a “Random Acts of Sunshine” Campaign:** Jen Luria gave an overview of this campaign in partnership with AOT and suggested that each entity submit a photo to Az Communications for them to promote through social media with a tag line and the CCTC logo. Lisa Marra will email Mike the details. Jen Luria made a motion to engage in this campaign. Lisa Marra seconded the motion. With no further discussion, the motion passed unanimously.
5. **To support a Cochise Countywide Geocaching event:** The CCTC cannot formally create an “event” but we can promote the sport. There are people and businesses throughout the county that participate in these currently. Jen Luria made a motion we work to promote this adventure activity. Judy Hector seconded the motion. With no further discussion, the motion passed unanimously. Lisa Marra will direct Az Communications to put a link and information on the website.
6. **Videos for County Promotion and Scope of Work:** Discussion on the purpose and type of video. The group had decided previously the Origins video was out of date, although it’s still useful to play on a loop in Visitor Centers. The general consensus is to focus on activities – the extreme to mainstream and capture a 1-2 minute no host voice over or photo/text video to post on the website. Subjects could be events, activities, or locations. Lisa Marra will find out the legal implications of obtaining sponsors and/or a contest for people to submit videos for use. The Film committee will set a future date to discuss details and determine a scope of work to put out for bid. The Film Committee will meet in May with the intent of putting the project out to bid in June and award a contract by end of summer. Discussion only, no action taken.

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

**Next Meeting Location and Date:** May 25, 2016 at 9:00 am in Willcox, AZ

**Motion to Adjourn:** Meeting adjourned at 11:40am