

**Cochise County Tourism Council  
Action item Minutes**

June 23, 2016

Kartchner Caverns State Park – 2980 S. Highway 90  
Benson, AZ

Meeting called to order at 9:35am by Alan Baker, Chairman,

**ROLL CALL**

**Benson-** Bob Nilson  
**Bisbee -** Jen Luria  
**Sierra Vista-** Judy Hector  
**Tombstone -**  
**Douglas -** Del Carbaga  
**Willcox -** Brenda Haas, Alan Baker  
**County -** Lisa Marra  
**SEAGO -**  
**Cochise College -**

**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.*

Deb DiBiasie , with SAEDG, wanted to update us on her status. She will be staying here working with George. Their next project is ‘Trees for the San Pedro Golf Course. Their first meeting will be August 9<sup>th</sup> for members. All Donations are welcome.

We were welcomed by Sarah Kirk, Acting Park Manager and Brent Smith, District Park Manager. Briefly advised they are very busy in February and March and need volunteers, local and out-of-town, to work at the Park.

Lisa read an update from Bob Gent: Traveling – continuing to make progress on the Campaign for Chiricahua National Park. The City of Deming, New Mexico has passed a resolution in support, and the City of Tucson has this on their consent agenda for the July 6<sup>th</sup> meeting. Deb, the rep for Douglas did send an email to coordinate meeting with city manager.

**Minutes:** Action Item Minutes of the May 25, 2016 meeting were submitted. Lisa Marra made a motion to approve, seconded by Jen Luria. Vote was taken and motion passed unanimously.

**Treasurer’s Report:** Lisa Marra presented the Treasurer’s Report for the month of May. All invoices have been paid and we are on track for budget year-end close out this month.

**Elections of New Officers:**

**Chairman:** Bob Nilson nominated Judy Hector for position of Chairman. The nomination was seconded by Lisa Marra. Vote was taken and Judy was elected unanimously.

**Vice Chairman:** Lisa Marra nominated Steve Troncale, as Vice Chairman, seconded by Bob Nilson. Steve was elected as Vice Chairman after unanimous vote was taken.

**Secretary:** Lisa Marra nominated Jen Luria as Secretary, seconded by Bob Nilson. Vote was taken and Jen was unanimously elected as Secretary.

Alan mentioned the fulfillment of inquiries that the Chamber of Willcox has been mailing out for almost a year. There was a discussion then Judy made a motion to reimburse the Willcox Chamber for this postage up to \$5,000. Motion was seconded by Jen. Vote was taken and motion carried. Alan Baker will invoice the CCTC for the total amount.

## **DISCUSSION ONLY – NO ACTION TAKEN**

Judy made a suggestion we do away with Go Cochise.com ads. Money could be better spent on other options. There was discussion regarding the CCTC app and the fact Mark has not followed up with those that wanted ads. Lisa says we should be going through procurement for future applications/ads, etc. **DISCUSSION ONLY**

After discussion regarding Madden Media at last month's meeting, Jen has been in contact with Tamah Murphy. . Since we have money in the budget for some advertising changes, she suggested that Tamah be allowed to make a power point presentation at the next CCTC meeting, currently scheduled during the Governor's Conference in July She will try to schedule for Monday night. **DISCUSSION ONLY**

Del requested each community share the types of communication used in increasing awareness and visibility of events with the idea of partnering with each other and splitting costs. Judy suggested this be added as an agenda item for a future meeting. **DISCUSSION ONLY**

**Community Announcements:** CCTC Members in attendance gave past, current and future events of their respective towns. No Action Taken.

**Next Meeting, Location and Date:** **July Meeting will be held in Tucson at the AOT Governor's Conference**  
Tentative for Monday night, July 11, 2016 – Time to be determined.

Meeting adjourned at 11:45am

Action Item Minutes taken by Brenda Haas