



Cochise County Tourism Council
 Meeting Minutes
 October 28th, 2015
 Turquoise Valley Golf Club
 Naco, Arizona

Meeting called to order at 9:10 AM

ROLL CALL

Benson- Bob
Bisbee - Jen
Sierra Vista- Judy
Tombstone - Moe
Douglas - Patty
Willcox - Alan, Brenda
County - Lisa
SEAGO - Larry
National Park
Cochise College-
PR - Mike

Guests- Ron Sirota & Renee Lewis – Double R Ranch. Bob Gent – Member, Sierra Vista Tourism Commission, Deb DiBiasie – Destination Bisbee. Laura Parkin – Recreation Coordinator – City of Benson. Mike Reinbold – El Dorado Holdings.

Call to the Public: **Bob Barnes** one of the owners of the Turquoise Valley Golf Club shared information to the council and guest of the upgrades of the golf course. Copper Queen partnered with them and they have good support from the community. **Ron Sirota & Renee Lewis** shared information on Double R Ranch and their activities along with information on movies being filmed there. **Bob Gent** – Sierra Vista tourism commission explained how he wants to increase tourism to the area to improve the image of Cochise County.

Minutes: Bob made motion to approve minutes of the August meeting. Seconded by Brenda Vote taken, motion passed.

Treasurer’s Report: Lisa suggested changing the format of the treasurer report. Brenda made a motion to accept the treasurer’s – Seconded by Bob – Vote taken, motion passed.

Committee Reports

1. **Media Communications & PR** – Mike gave an overview on visitation stats in Cochise County.
2. **AOT – ALL Members** – Alan mentioned the world tour on December 10th, Judy mentioned that she will be attending.

Discussion/Action: Laura gave an overview on the Benson trail, parks and open spaces and will have their first meeting tomorrow.

1. **The Villages at Vigneto Marketing and Tourism – El Dorado Holdings - :** Mike Reinbold gave a brief overview of the villages at Vigneto.
2. **Benson’s Trails, Parks and Open Spaces -** Laura gave an overview on the Benson trail, parks and open spaces and announced that they will be having their first meeting tomorrow.
3. **Marketing Plan and Templates -** Alan said that we will be working on our marketing plan and put that together in conjunction with what Mitch Nichols gave us as far as a need for a strategic direction and we will start working on our budget format.. Alan mentioned that will start working on our phone conferences again.

Community Announcements:

Benson – Benson high school football team is ranked number one in their division.

Bisbee – Bisbee Mariachi Festival – Saturday, November 7th, 4th Annual Sidepony Express Music Festival November 13th, 14th, & 15th, Altered Books 5 – November 14th, Bisbee After 5 – November 14th, Bisbee Film Festival – November 18th – 22, Festival of Lights – November 27th, Small Town Holiday – November 28th, 33rd Annual Bisbee Historic Home Tour & 14th Annual “Chairs of Bisbee” Art Chair Auction.

County – County will be attending the KKTZ, Movie being filmed in Bisbee

Sierra Vista – Symphony concert Mayor from Cananea , Harleys Rally October 16th

Douglas – Trunk or Treat October 30th, Christmas Light Parade “An Icy Christmas” November 28th, Douglas Turkey Trot – November 26, 2015.

SEAGO – Glen Williamson will be attending Tombstone at Twilight in January

Tombstone – Tombstone at Twilight November 28th

Willcox: Apple Annie’s will be closing at the end of the week, Yamaha 2nd week of November Indy motor sports, Cranes are back, Wings over Willcox.

Patty made a motion to adjourn, Judy second

Next meeting to be held at 1415 Melody Lane, Bisbee, AZ

Meeting Adjourned: 12:05 p.m.