

## Economic Development Council

# Tourism Committee

## Meeting Minutes

**Thursday, May 17, 2018 • 10:00 AM**  
**Teleconference Available (800) 747-5150 Access Code 7781422**

Attendees	Present/Absent	Number of Absences for 2018
Michelle Conway, Chairman	Present	0
Becki Christensen	Present	0
Coral Evans	Absent	3
Judy Franz	Absent	2
Tony Alba	Present	0
Maya Azzi	Present	0
Kathy Dahnk	Absent	1
Michelle Masters	Absent	1
Lori Pappas	Present	1
Ann Steward	Present	0

**Staff: Teri Drew, Regional Director, NACOG**  
**Jeannette Arntzen, Administrative Assistant, NACOG**

**I. Call to Order, Welcome and Introductions**

Chairman Michelle Conway called the meeting to order at 10:02 AM. Roll call was taken and a quorum was present. Chairman Conway welcomed everyone and expressed her appreciation for their effort and enthusiasm and explained the phone conference protocol.

**II. Approval of Minutes – March 15, 2018**

Chairman Conway asked for questions or comments on the draft minutes from March 15, 2018. Hearing none, Chairman Conway called for a motion to approve the minutes. **Ms. Becki Christensen moved to approve the minutes from March 15, 2018, seconded by Ms. Ann Steward. The motion carried unanimously.**

**III. Chairman’s Report**

➤ **Appoint Vice Chair**

Chairman Conway announced that she asked Ms. Becki Christensen to take on the role of Vice Chair to the Committee and Ms. Christensen accepted. Chairman Conway noted that Ms.

Christensen has extensive knowledge of NACOG and has been an active member of the Economic Development Council (EDC) and the Tourism Committee for years. Chairman Conway asked for questions or comments regarding the appointment. Several members commented that they thought it was great. Chairman Conway called for a motion to make a recommendation to the EDC that Ms. Becki Christensen be appointed Vice Chair of the EDC Tourism Committee. **Mr. Tony Alba moved to approve the recommendation that Becki Christensen be approved as Vice Chair of the EDC Tourism Committee, seconded by Ms. Lori Pappas. The motion carried unanimously.** Ms. Drew and Chairman Conway thanked Ms. Christensen for “stepping up”.

➤ **Update on Alternates**

Chairman Conway reminded the Committee that at the last meeting there had been discussion about members selecting an alternate that could attend committee meetings in the event they were unable to do so. Chairman Conway noted that as of date, Ms. Arntzen had not received the names of alternates from the members. Chairman Conway questioned whether or not this was the best approach. Ms. Drew clarified that the purpose of identifying an alternate is so that in the event that a member is unable to attend a committee meeting, their community or organization will continue to be represented. Ms. Drew added that the alternate will be a non-voting member but should be able to contribute to the conversation. Ms. Azzi identified her alternate as Ms. Ruth Ellen Elinski and Mr. Alba said that he and Councilor Dahnk will be each other’s alternates. The other members of the committee said they would send their information to Ms. Arntzen.

➤ **Update on GCOT**

Chairman Conway announced that she was unable to secure a suitable meeting space at the Governor’s Conference on Tourism (GCOT) in which to hold the regularly scheduled July 19<sup>th</sup> meeting; therefore, the next Tourism Committee meeting will be rescheduled for July 26<sup>th</sup> via teleconference.

Chairman Conway noted that Ms. Drew had sent an email to the committee announcing that the Arizona Office of Tourism (AOT) had agreed to a discounted rate of \$300 for the 2018 conference for first time GCOT attendees from rural communities. The committee was reminded that the conference is being held July 18<sup>th</sup> – 20<sup>th</sup>. Ms. Drew gave kudos and thanks to Chairman Conway for negotiating the reduced rate with Debbie Johnson at AOT. Ms. Drew added that the reduced registration rate information had been sent to EDC and Regional Council members in our area. Ms. Ann Stewart stated that she had forwarded the information to all partners in Prescott. Ms. Drew asked any committee members that might be taking advantage of this offer to send a note from the NACOG region thanking Ms. Johnson for this gift. Ms. Drew added that Ms. Johnson did not have to do this and she thinks it is very kind and generous of her to make this offer. Chairman Conway asked if there were any questions or comments regarding GCOT. Hearing none, Chairman Conway turned the meeting over to Ms. Drew for the Director’s Report.

**IV. Director’s Report**

➤ **Updates**

Ms. Drew announced that Ms. Azzi will be presenting Local First Arizona Foundation’s WeekendZona to the EDC on June 7<sup>th</sup>. Ms. Drew thanked Ms. Azzi and said that the more we can introduce information and opportunities to our groups and colleagues, the better it is for our Tourism Committee.

➤ **2018/2019 Scope of Work**

Ms. Drew stated that the 2018/2019 Tourism Scope of Work was approved by the EDC in April. Ms. Drew noted that Chairman Conway represented the Committee well.

➤ **Drone and/or Drive Video/Publication**

Ms. Drew remarked that there has been a lot of conversation with regard to what we might do in terms of a marketing venture in Northern Arizona. Ms. Drew emphasized that the Committee does not have a lot of funds available for marketing in individual areas. Ms. Drew said that we are looking more towards developing a marketing piece for NACOG's 4-county district of Apache, Navajo, Coconino and Yavapai Counties, and the 24 communities and destinations within our geographic area. Ms. Drew reminded the committee they have about \$4,800 available for this purpose and this service. Ms. Drew shared that she has been meeting with one of the publishers of Prescott Living Magazine about doing a possible print piece in their annual Arizona tourism publication that would focus on Northern Arizona tourism destinations. Much discussion followed regarding marketing options including drone video and print materials. Ms. Steward shared her belief that a digital piece would be more valuable than another print publication. Chairman Conway agreed that a digital piece would have a much longer shelf life.

Chairman Conway brought up the possibility of doing mini-grants to support tourism in local communities and asked Ms. Drew to explain to the committee how the mini-grant process worked in the past. Ms. Drew explained that the mini-grants were awarded based on a competitive application process and the winning projects were selected by the EDC. Ms. Drew noted that there was no requirement for repayment and Federal funds could not be used. Ms. Drew went on to give examples of projects that benefited from receiving a mini grant including one case in which a tribal nation was granted \$1,000 to buy choice silver which allowed them to make their jewelry. Their return on investment was over \$1 million in sales at the market in New Mexico. In another case the City of Clarkdale was given a grant to have someone create their trademark "Amazing Clarkdale", which is still in use 15 years later.

Ms. Drew said other possible uses for the funds are lunches for meetings, workshops, speaker fees and/or future forums. Ms. Drew noted that providing workshops and bringing in speakers has the potential to generate additional income in the form of registration fees. Much discussion followed regarding possible uses for the existing funds. The Committee all agreed that they would like to work on ways to generate more income that could be used for a future forum and larger grants. Ms. Drew said that when she and Chairman Conway meet again they can start coming up with possible ideas that they can bring back to the Committee for the next meeting.

Just for information, Ms. Drew shared that there was discussion at the EDC meeting about drone video. Ms. Drew said that there were many suggestions including utilizing local college groups or licensed videographers to develop a video. Ms. Drew noted that Eric Duthie, the Town Manager of Tusayan, offered to let us use the Grand Canyon virtual reality footage that they have. Ms. Drew added that there were different communities and representatives that were offering to let us use their existing video or their access. Ms. Steward commented that Prescott has drone footage that the Committee is welcome to if we end up going that direction.

Ms. Drew concluded her report by letting let the Committee know that she is still meeting with the folks from Prescott Living Magazine regarding their tourism publication and a possible Northern Arizona piece. Ms. Drew said that if they present her with a deal that she can't walk away from she may consider having NACOG pay for the piece. Ms. Drew added that she will stay in touch with Chairman Conway regarding progress and updates on that opportunity.

## V. Status Update on Task List

### ➤ Tasks

Chairman Conway asked the Committee to refer to the Task List that was sent to everyone after the last meeting. Chairman Conway commented that the Task List highlighted the takeaways from the planning meeting in March and laid out the assignment for each task, the lead person(s) on the task and the due date of the task. Chairman Conway informed the Committee that she will go through each task and ask for status updates.

- *Task: Identify and Create 'Players' List*

Chairman Conway reminded the Committee that the purpose of this task is to identify state and regional tourism organizations including AOT (Arizona Office of Tourism), AzLTA (Arizona Lodging and Tourism Association), Local First Arizona, AZ Fish & Game, Forest Service, State Parks, BLM (Bureau of Land Management), BIA (Bureau of Indian Affairs), Tribal, and higher education institutions and identify how they could help us with outreach, marketing and/or training programs.

Update: Chairman Conway informed the committee that she and Ms. Azzi and Ms. Steward came together and developed a list of contacts. Chairman Conway said that she will have the list compiled by May 25<sup>th</sup>. Chairman Conway stated that there are almost 50 contacts on the list and she would like to send the list to the Committee for input and review and to make sure no one was missed. Chairman Conway reminded the Committee of the need to comply with open meeting law and asked them to not "reply all".

- *Task: Create Survey Questions for state and regional tourism organizations and partners to determine what each has to offer and how we can partner to promote tourism in the region and create a Fact Sheet based on the survey results.*

Chairman Conway reminded the Committee that the Fact Sheet will be a resource for the public and posted to the tourism page of NACOG's website. Chairman Conway noted that this is also the first goal of Objective #1 of the Scope of Work.

Update: Chairman Conway shared that there was some confusion amongst Ms. Franz, Councilor Dahnk and herself which centered on the objectives of the task and therefore, this task has not been completed.

Much discussion followed regarding the objectives of this task. It was agreed that the ultimate goal of this task is to create a marketing piece that will be a resource to local businesses to help them market themselves and promote tourism in their communities and the region. Chairman Conway stated that she wants to keep the survey brief and that she will try and send the Players List and the Survey out to everyone by the 25<sup>th</sup>.

- *Task: Toolbox & Community Referrals to Toolbox*

Chairman Conway reminded the Committee that the purpose of this task is to identify and contact 3 new communities and tell them about the Toolbox and tourism resources on the NACOG website. Chairman Conway added that the first step in this task was to for all members to go to the NACOG website and review and assess what was already in the Toolbox by April 16<sup>th</sup>.

Update: Mr. Alba stated that he did look at the Toolbox and that some of the information looks to be outdated, so there is work to do to get it updated. Mr. Alba asked for clarification on what constitutes “new” communities. Ms. Drew said that since Mr. Alba and Councilor Dahnk are both Pinetop-Lakeside residents, it would be anybody in Navajo County but Pinetop-Lakeside. Mr. Alba shared that Pinetop-Lakeside’s Town Manager, Keith Johnson, is now on the Board of Sunrise and asked if it would be okay if his outreach spilled over into Apache County. Ms. Drew said it would.

Chairman Conway asked for a volunteer to take the lead on the Toolbox and the NACOG webpage. Ms. Christensen asked if the lead would need to know webpage design. Ms. Drew explained that Ms. Sawyer will be the person that adds the content to the webpage. Chairman Conway said the lead person on this task will be the one encouraging the rest of the Committee to produce content like Best Practices and Case Studies. Ms. Christensen said that she has two case studies that she needs to do. Mr. Alba volunteered to take the lead and report on this task going forward. Ms. Drew informed the Committee that “Task List Updates” is going to be on every meeting agenda and the person(s) responsible for the task will report updates at meetings. Ms. Steward said that she would be happy to help, as well. Ms. Drew and Chairman Conway thanked Ms. Steward for her offer to help. Chairman Conway commented that links to existing drone video could be added to the webpage as a resource for others that might be interested in creating their own drone video.

- *Task: Economic Impact Statement Infographic*

Chairman Conway reminded the Committee that the purpose of this task is to create an Economic Impact Statement in an easy-to-read and understand one page infographic that would be posted on the webpage. At the time of the discussion, Chairman Conway offered the services of her graphic designer.

Update: Chairman Conway explained that the Sedona Chamber is very busy with next fiscal year’s planning and she does not have an update on this task at this time. A new date of August 1<sup>st</sup> was set for the completion of this task.

- *Task: Community Profiles (Local First Arizona Foundation)*

Chairman Conway reminded the Committee that the purpose of this task is to provide links to the community profiles that the Local First Arizona Foundation is developing for rural areas as another tourism promotion.

Update: Ms. Azzi reported that community profiles have been developed for Clarkdale and Cottonwood and have been emailed to Ms. Arntzen. Ms. Azzi said that more information would be provided during her presentation at the EDC. Ms. Drew said that Ms. Arntzen would forward the email to the Committee.

**VI. Agenda Items for Next Meeting**

Task List Updates  
GCOT Report

**VII. Member Comments**

Mr. Alba commented that Apache and Navajo Counties are in stage 2 fire restrictions and will go into stage 3 fire restrictions beginning at midnight tonight. Mr. Alba said that the Forest Service and the media are really stepping up their efforts to get the word out about what the fire restrictions mean. Ms. Steward said that they are feeling the effects of the fire restrictions in Prescott, as well. Ms. Drew said that fire restrictions and forest closures do affect tourism and she appreciates the good job that the media is doing explaining the fire restrictions and what you can and cannot do. Mr. Alba said he hopes the media will report that the forests may be closed but the communities are open for business. It was agreed that press releases on the fire restrictions will be forwarded to Ms. Arntzen for posting to the NACOG tourism webpage.

**VIII. Public Comments**

Chairman Conway called for member comments. There were none.

**VIII. Adjournment**

Chairman Conway called for a motion to adjourn, **Ms. Pappas moved to adjourn the meeting, seconded by Ms. Steward.** The Meeting adjourned at 11:10AM.