

Economic Development Council

Tourism Committee

Meeting Minutes

Thursday, June 8, 2017 • 10:00 AM • Teleconference

Members Present:

Attendees	Present/Absent	Number of Absences for 2017
Susan Johnstad, Chairman	Present	0
Michelle Conway, Vice Chairman	Present	0
Becki Christensen	Present	1
Coral Evans	Absent	4
Judy Franz	Absent	4
Richard Heath	Present	1
Ben Hooper	Absent	3
Cyndie Shaffstall	Absent	1
Matthew Williams	Present	1

Guests:

Staff: Julia Sawyer, Executive Assistant, NACOG

Jeannette Arntzen, Administrative Asssitant, NACOG

I. Call to Order, Welcome and Introductions

Chairman Susan Johnstad called the meeting to order at 10:05 AM. Julia Sawyer introduced Jeannette Arntzen to the Committee that was present.

II. Approval of Minutes – April 20, 2017

Chairman Johnstad moved to this item at 10:26 AM with the quorum achieved. She asked for questions and comments about the draft minutes from April 20, 2017, and called for a motion to approve. Michelle Conway made the motion to approve the minutes from April 20, 2017, seconded by Richard Heath. The motion carried unanimously.

III. Chairman’s Report

Chairman Johnstad began her report by noting that she was able to make a trip to Pinetop-Lakeside recently and was able to tour the facility of the Pinetop Country Club. She recapped her visit, noting that the Country Club was a few miles off the main road, set in a beautiful setting. She commented that she knew Teri and Julia had just recently been there and asked Julia to share her impression. Julia mentioned that Matthew Williams was there as was Cyndie Shaffstall and Paul Watson, from the EDC.

➤ **New Meeting Schedule**

The new dates for meetings were discussed, and Chairman Johnstad asked the committee to be sure and calendar the dates for the future meetings. Julia noted that Committee Member Ben Hooper had asked for an Outlook calendar reminder for future dates, all agreed it would be helpful. The calendar will be resent and Jeannette will send Outlook calendar appointments to all members.

IV. Forum Discussion – Director

➤ **What we've accomplished so far**

➤ **What we need to accomplish**

➤ **Registrations To Date**

Susan noted that Teri was unable to attend this meeting and asked Julia to share any new information. Julia reported 27 registrations to date for the Forum. Chairman Johnstad encouraged all to get the word out and encourage registration, noting that some may be waiting for the beginning of the new fiscal year for registrations. She also stated that the goal would be at least 100 registrations by Labor Day. Susan stated that there are a lot of pieces in place now and that as committee members our focus really needs to be on generating awareness and encouraging participation.

Chairman Johnstad challenged the Committee to spread the word about opportunities for vendors and sponsors and encourage participation; whether it be financial or an in-kind type of sponsorship.

V. Tourism Website Update

➤ **Case Studies**

➤ **Marketing Quick Tips**

Chairman Johnstad turned the meeting over to Michelle Conway for an update on the website. Vice-Chairman Conway reviewed the layout of the Tourism page of the NACOG website, noting the highlights of the page. She made note that, at the Forum, the page will be identified as a resource for state and regional organizations that are looking for assistance. Vice-Chairman Conway described how to find the tourism forum webpage and asked the Committee for content contribution, specifically for quick tips and case studies. Vice-Chairman Conway set a date of August 1st as a deadline for each committee member to provide content for quick tips or case studies or both.

Chairman Johnstad commented that she can seek out contacts for input to the content, and asked if there is a particular area that she could focus on, that would be helpful. Vice-Chairman Conway noted that the Flagstaff area and the Sedona areas are covered, and that it would be helpful to include economic development to the site as well.

Chairman Johnstad commented that the Forum would be a good opportunity to send out the resources for tourism and economic development. Vice-Chairman Conway noted that the more resources we can add, including funding sources, the more helpful it would be.

VI. Roundtable Update – Forum Tasks

➤ **All**

1. **Find out other October events to publicize**
2. **Provide contact names for advertisers and media organizations**
3. **Facebook and Social Media Blasts**
4. **Conference Materials – Registrants Packet**
5. **Solicit prizes**
6. **Seek out vendors**

Much discussion followed regarding marketing and seeking out vendors and prizes. Chairman Johnstad asked for input on what we are looking for in vendor opportunities. There are 10 vendor tables available and, as of date, there

are no vendors signed up. There was discussion about the types of vendors that might be interested. Vice-Chairman Conway suggested the vendor tables can be for both tourism vendors and marketing and media organizations including Chambers. It was mentioned that the vendors at the Governor's Conference on Tourism (GCOT) are the same type of vendors we want at our forum. It was suggested that those attending the governor's conference speak to the vendors there about setting up at our Forum as well. Michelle noted that she could put out a note to her Chamber members to sign up for a table. Matthew asked if the committee members should be assigned a certain number of vendors for recruitment. Chairman Johnstad noted that she will ask each of them to report on what they have accomplished so far at the July 27 meeting. A question was asked about whether there would be a meeting during the GCOT again this year, but there is not a meeting scheduled for that time. Discussion followed regarding full committee participation on forum tasks, creativity in marketing.

Chairman Johnstad asked Julia to walk the committee members through the June assignments. Items that were not completed in May were moved forward to June. The Preferred Quality logo was received from APS and it will be added to the new documents as they are going out. Julia stated that we are continuing to look at marketing through social media partners and the media. Julia asked that everyone push-out email blasts to their contacts.

Julia let the committee know that she was in contact with Kimber Lanning. Kimber gave her assurances that she would do everything she can to make sure that we have her for the meeting, or someone in her place. Julia noted that Cyndie Shaffstall was not able to attend this meeting but she is working on an informational booklet for Forum registrants so that they will have a list of things that they can do while they are in the Pinetop area. Registration packets will be sent out soon.

There was discussion about sharing information on other events happening in the state in hopes that they would share ours. It was decided that events occurring in September, October and November will be the target.

There was a brief discussion about volunteers. The thought is that we would draw from our own committee.

Julia stated that we are really looking for prizes and prize packages from all over the state and noted that Teri got the country club to donate a golf package, and solicited from other local businesses

A question was asked about accommodation options for Forum attendees. Discussion followed regarding the number of places to stay. Matthew will send a list of lodging options.

VII. Agenda Items for Next Meeting

Chairman Johnstad noted that she will be asking for specific items accomplished for each committee member.

VIII. Member Comments

Chairman Johnstad asked for member comments. Looking forward to connecting at GCOT but will keep in mind the Open Meeting Law.

IX. Public Comments

Chairman Johnstad called for comment from the Public, there was none.

X. Adjournment

Matthew Williams made a motion to adjourn. The motion was seconded by Michelle Conway. The motion carried unanimously and the meeting adjourned at 11:05 AM.

*EDC Tourism Minutes from June 8, 2017
Approved: July 27, 2017*