

Economic Development Council

Tourism Committee

Meeting Minutes

Thursday, July 26, 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	Present	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
 Julia Sawyer, Executive Assistant, NACOG

I. Call to Order, Welcome and Introductions

Chairman Michelle Conway called the meeting to order at 10:02 AM and called roll. A quorum was present.

II. Approval of Minutes, May 17, 2018

Chairman Conway called for questions and comments on the minutes from May 17, 2018. **Ann Steward made a motion to accept the minutes, seconded by Becki Christensen. The motion carried unanimously.** Chairman Conway reminded the Committee to announce their names as they address the Committee over the phone.

III. Chairman’s Report

Chairman Conway announced that Becki Christensen was confirmed as the new Vice Chairman of the Tourism Committee by the Economic Development Council (EDC) at the June 2, 2018 meeting.

➤ **GCOT Report**

Chairman Conway reported on the Governor’s Conference on Tourism (GCOT) that several of the Committee members attended in mid-July. She shared several highlights of the event, including a report on the tourism dollars that were spent in the state in the amount of \$23 billion, supporting nearly 190,000 jobs and \$3.4 billion in tax

revenue in 2017, according to a report by Arizona Office of Tourism (AOT) Director Debbie Johnson. Chairman Conway noted that for every dollar invested in tourism there is a \$25 return in state and local revenue. Chairman Conway commended AOT for their support of the City of Sedona during their recent challenges. Regional Director Teri Drew congratulated the City of Sedona on their receipt of an award during the conference. Chairman Conway commented on the Governor's Tourism Award for the Outstanding Marketing Campaign for a rural community which Sedona won for their Northern Lights event last December. She reported that the next event is scheduled for Dec 13-16, 2018.

Chairman Conway turned the meeting over to Ms. Drew for the Director's Report.

IV. Director's Report

Ms. Drew began by reporting that Jeannette Arntzen is no longer with NACOG and that Executive Assistant Julia Sawyer will staff this committee going forward.

➔ Updates

Ms. Drew shared some updates for the Committee's information, noting first that recent opportunities have come up for an ad in the Prescott LIVING Magazine and a news article for the Tourism edition as well. She reported that she did submit an ad focusing on economic and workforce development, and she submitted an article based on tourism in Northern Arizona, remarking that she utilized the goals of the Scope of Work that was recently approved by the Tourism Committee. Ms. Drew noted that, even though the magazine is Prescott LIVING, it is published all over the state and is also online. She also noted if any member knew of other publication opportunities to let her know, we would be happy to publish in the Region.

She then shared on a reporting format from the state of Kentucky that she was made aware of in a recent conference she attended in NY. The report had information for the state such as population, GDP, annual visitors and exports. She stated that she would send the report out to the Tourism Committee to see if it would be a format they'd like to use for a future publication.

Ms. Drew brought to the Committee's attention a Statewide Industry Forecast Forum on August 24, 2018 at Little America, hosted by Arizona Lodging and Tourism Association (AzLTA) and encouraged all to attend the 11 AM to 1 PM event.

Ms. Drew asked Chairman Conway to share some about the recent news that Sedona has had. Chairman Conway remarked about several political elements regarding the extensive tourism marketing in Sedona, and the dissatisfaction of some in the community with the "over-marketing" of Sedona tourism. While there has been significant success with the tourism marketing they have done, there has also been an increase in traffic as a result. She noted a group in Sedona that does not appreciate the tourism. The naysayers are becoming more vocal with a pending City Council election coming, some of which are running for Council and the Mayor's seat. Chairman Conway shared about a part of the ballot coming up regarding "home rule" that allows the City to manage its own budget, as has been the choice of the citizens in previous years. She remarked that most of their tourism budget goes for visitor management, not the advertising market. She concluded that tensions are high and politics are hot currently, and they are utilizing an aggressive communications plan to inform the citizens of the actual facts. If home rule is voted down, city services such as the police, public library and Meals on Wheels would get cut, tourism marketing would go away, and the effects would be detrimental to the City. Chairman Conway shared other issues that the City has been experiencing as well. Ms. Drew thanked Chairman Conway for the update and wished them well.

Ms. Drew concluded her report and asked for comments. Tony Alba asked if Sedona's home rule vote is for another 4 year or a permanent adjustment, noting that Pinetop-Lakeside is also voting this year on home rule. Some discussion followed regarding some of the options for home rule, including a permanent option as opposed to 4-year renewal votes. Ms. Drew invited Chairman Conway to add an explanation of home rule to her report to the EDC in August. Some other discussion followed regarding the AzLTA luncheon at Little America.

Judy Franz joined the call.

V. Member Updates

Chairman Conway moved to the updates to the task list. She reminded the Committee that this list was created early in the year to assist in keeping everyone on task with the current status.

➤ Status Update on Task List

- Survey Questions and Players List

Chairman Conway noted that the Survey Question and Players List was sent out on July 12, 2018 and that she did not receive comments. It was noted that the list looked good as far as the contacts to send the survey to. Chairman Conway then began to comment on the survey questions, noting that there were a few comments. She asked if anyone had completed the survey to make sure it is working as it's supposed to and to get a feel for the questions. Ms. Drew mentioned that she and Ms. Sawyer had not completed it, but will do so. Becki Christensen noted that she thought she was only supposed to review it for content and wasn't aware that she was supposed to complete it. Other discussion followed regarding how to complete it, with the intent being to understand how the survey works. Chairman Conway stated that it would only be a test and the data would be cleared prior to sending out to the intended recipients. Chairman Conway asked for the survey to be done no later than August 3, then the survey could go out to the players list later in August and to be able to compile data. She asked for clarification on the use of the data, and Ms. Drew noted it would be used to fill gaps and develop a fact sheet on time to present to the EDC at the October meeting. This will become a part of the Tourism Toolbox push as well. Chairman Conway asked for comments, positive comments followed.

- Toolbox & Community Referrals to Toolbox

Chairman Conway turned the meeting over to Tony Alba to report on Toolbox & Community Referrals to Toolbox. Mr. Alba reported he also attended GCOT with Steve North of the City of Show Low, and noted that they are in the process of reinstating the White Mountain Regional Partnership to encourage economic development best practices in regional marketing. He noted that he has also reached out to a few people to see if they could share a contribution to the Tourism Toolbox. Mr. Alba noted a Labor Day deadline for toolbox additions. He noted several communities expressed interest. He asked for questions, there were none. He noted he will be reaching out to all of the award winners at GCOT for their best practices to add to the toolbox. Chairman Conway asked for comments, some positive discussion followed. Chairman Conway thanked Mr. Alba for his work and vision for this task. She also would like to include an update for the October 6 EDC meeting for the Tourism Toolbox.

Chairman Conway noted that the drone video task will be removed from the task list as it is no longer relevant.

- Economic Impact Statement Infographic

Chairman Conway noted that Councilor Kathy Dahnk had volunteered for this task but was not in attendance at this meeting. Chairman Conway noted that she will reach out to Councilor Dahnk for her update and remarked on an idea to use the AOT economic impact statement to develop another information sheet. Chairman Conway suggested exchanging emails since the Committee won't be meeting again until September to help

develop this. Ms. Drew reminded the Committee about using emails as a group because it can constitute a meeting when emails are replied to "all", so please just reply to the sender and copy to Ms. Sawyer only. Chairman Conway asked if there were any questions, there were none.

- **Community Profiles**

Chairman Conway turned the meeting over to Maya Azzi to report on the Community Profile task. Ms. Azzi expressed concern that there is some confusion in the Community Profiles expectation, and noted that profiles cost \$2,500 per community, and extensive work goes into preparing it. She noted that there are some that are done, but are not available at this time. She thought there may be confusion regarding this project. Ms. Drew thanked Ms. Azzi for her presentation to the EDC at the June meeting, and discussed the difference between Community Profiles and WeekendZona, and she noted that they are 2 very distinct products of Local First Arizona. Chairman Conway congratulated Local First Arizona Foundation for their award they received at GCOT award for Outstanding Tourism Partnership. Ms. Azzi asked Ms. Drew if she received the WeekendZona sponsorship information she received, and noted that she would like to get that in the hands of the EDC. Ms. Drew remarked that she did receive it and would be happy to share it. She also encouraged the Committee to not be discouraged by the cost of sponsorships. Ms. Azzi concluded her report. Some discussion followed regarding adding profiles to the NACOG Tourism website. Ms. Drew suggested that we can add those to the website.

VI. Agenda Items for Next Meeting

Chairman Conway noted the next meeting will be in-person in Prescott on September 20, 2018, and asked Ms. Drew if there were any items to discuss, such as the idea of the workshops that was discussed a couple of meetings ago. Ms. Drew noted Scope of Work, and that 2019 will be set aside to redevelop the CEDS and will discuss a tourism section. She explained the process of developing the CEDS, noting the Committee is typically responsible for the tourism section. Chairman Conway noted that the meeting is scheduled from 10 – 1 that day. Ms. Drew asked who would be able to attend. Most gave positive replies for attendance. Comments followed regarding hotels available for those travelling the night before.

VII. Member Comments

Chairman Conway asked for member comments. Judy Franz asked if anyone is attending the League of Cities this year, and she would love to meet anyone going down. Tony Alba replied that several from Pinetop-Lakeside will be going down. Ms. Drew asked when it is and where, and Mr. Alba replied that it is at the Phoenician in Scottsdale August 21 - 24, and he noted that it conflicts with Regional Council.

VIII. Public Comments

Chairman Conway asked if there were any comments from the public, there were none.

IX. Adjournment

Chairman Conway called for a motion to adjourn, **so moved by Tony Alba and seconded by Becki Christensen. The motion carried unanimously and the meeting adjourned at 10:58 AM.**