

Economic Development Council

Tourism Committee

Meeting Minutes

Thursday, July 27, 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	Present	4
Judy Franz	Present	4
Richard Heath	Present	1
Ben Hooper	Absent	3
Cyndie Shaffstall	Present	1
Matthew Williams	Present	1

Guests: Steve North

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

II. Approval of Minutes – June 8, 2017

Chairman Johnstad moved to this item at 10:18 AM with a quorum achieved. She asked for questions and comments about the draft minutes from June 8, 2017, and called for a motion to approve. Judy Franz made the motion to approve the minutes from June 8, 2017, seconded by Richard Heath. The motion carried unanimously.

III. Chairman’s Report

➤ **Membership Considerations**

Chairman Johnstad shared with the committee the resignations of Ben Hooper and Cyndie Shaffstall. Mr. Hooper’s letter stated that he will still be attending the Tourism Forum in October and looks forward to moderating the October 13th Destination panel. Chairman Johnstad shared Ms. Shaffstall’s resignation letter and asked Cyndie if there was anything she would like to share with the committee. Cyndie stated that she is not going away and is

happy to pitch in where she can. Chairman Johnstad and all committee members thanked Cyndie for all that she has done for the committee. Cyndie added that Steve North has given her a long list of great events for people to do in the area and she will be providing that document to the committee.

Chairman Johnstad asked Julia Sawyer to move forward with the EDC on the resignations from both Ben Hooper and Cyndie Shafstall. Chairman Johnstad called for a motion to accept the resignations and move them forward to the EDC. Matthew Williams made a motion to accept the resignations of Ben Hooper and Cyndie Shaffstall, seconded by Michelle Conway. The motion carried unanimously.

IV. Forum Discussion – Director

➔ **What we've accomplished so far**

➔ **What we need to accomplish**

➔ **Registrations To Date**

Chairman Johnstad noted that Teri Drew was unable to attend the meeting and asked Julia Sawyer to present the Director comments. Ms. Sawyer informed the committee that there are a couple of changes to the program. One is, with the resignation of Cyndie Shaffstall, we need a new moderator for the Navajo County Best Practices panel. The other change is to the name of the speaker from Local First Arizona. Kimber Lanning is unable to attend and will be sending her Northern Arizona representative, Ruth Ellen Elinsky. Ruth Ellen will be presenting WeekendZona: How Instate Travel Builds Connections to Place. Judy Franz mentioned that she met Ruth Ellen yesterday in Page. Ms. Franz stated that Ruth Ellen has a lot of information and will be very helpful to the whole event.

Julia asked the committee to suggest a suitable replacement for moderator of the Navajo County Best Practices panel. Becki Christensen suggested Steve North and Steve North accepted. Chairman Johnstad commented that she thought Steve would be terrific.

Julia shared that she sent out an email blast and that David Drennon from Arizona Tourism and Lodging Association forwarded the Forum information to 500 people that will find value in it. He also posted the Tourism Forum flyer on the AzLTA Twitter page.

Ms. Sawyer reported that there are currently 31 paid registrations. Judy Franz informed the committee that she will not be able to attend the forum due to other events in her area however; she will get swag bags and tours for giveaways. Chairman Johnstad stated that Mr. Heath is not able to attend the Forum either, but the committee is going to lean on him for assistance running up to the forum. Mr. Heath offered his regrets at not being able to attend the Forum and stated that he will be teaching at NAU.

Ms. Sawyer let the committee know that we are looking for more sponsors and that just recently, Cable One agreed to be a Silver Sponsor and take a vendor table. For clarification, Julia let the committee know that vendors will only be setting up on Thursday. Ms. Conway shared the information contained on the registration form as it pertains to vendors. There are still nine vendor tables available. Chairman Johnstad asked all members to seek out vendors and prizes. Mr. Williams shared that while he was at the Governor's Council on Tourism, he was asked if the committee would be giving a list of attendees and their email addresses to registered vendors. Members shared that this is standard industry practice. Individual members shared which companies and media organizations they have contacted about prizes, registrations and, vendor and sponsorship opportunities. Michelle Conway let the committee know that AOT will be putting a blurb about the Forum in their "Tourism Tuesday" newsletter. Michelle will draft the blurb and send it to NACOG for review. Chairman Johnstad asked Mr. Heath to take the lead on the Quad Cities area and to coordinate with NACOG.

Ms. Sawyer stated that we have asked the EDC to bring all of their prizes to the meeting on August 3rd.

V. 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

Chairman Johnstad stated that she wants to make sure that the committee has the 'big picture' in mind. Discussion followed regarding the remaining meeting dates and what needs to be accomplished. Susan stressed that we really need the engagement of the EDC board members. Members agreed that the next meeting on August 31st will be an in-person meeting in Pinetop.

Ms. Sawyer shared that at Regional Council meetings, there is a rolling slideshow displaying upcoming events around the region. Susan asked if NACOG could ask the EDC to put forth those events and if NACOG could format the slideshow. Ms. Sawyer stated that she believed that she had an existing slideshow template and that NACOG staff could do this.

VI. Agenda Items for Next Meeting

Chairman Johnstad challenged the committee to be working their networks, putting themselves out there and making phone calls.

VII. Member Comments

Michelle Conway commented that she really feels that the August 31st meeting is the committee's last real chance to get things done. She stated that the committee should aim to have all the sponsorships and vendors by signed up by September 1st and as many registrations as possible. It was agreed that there needs to be a big push and that the committee needs to do everything it needs to do in August.

VIII. Public Comments

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

IX. Adjournment

Michelle Conway made a motion to adjourn. The motion was seconded by Matthew Williams. The motion carried unanimously and the meeting adjourned at 10:56 AM.

The next EDC Tourism Committee meeting is scheduled for Thursday, August 31, 2017 and will be held at 1360 N. Niels Hansen Lane, Lakeside, AZ 85929