

Economic Development Council

Tourism Committee

Meeting Minutes

Thursday, August 31, 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
Matthew Williams	Present	1

Guests: Steve North

Staff: Teri Drew, Regional Director, NACOG

Jeannette Arntzen, Administrative Asssitant, NACOG

I. Call to Order, Welcome and Introductions

Chairman Susan Johnstad called the meeting to order at 10:02 AM

II. Approval of Minutes August 31, 2017

Roll call was taken and a quorum was achieved. Chairman Johnstad asked for questions or comments about the draft minutes from August 31, 2017. Hearing no questions or comments, Chairman Johnstad called for a motion to approve the minutes from August 31, 2017. Michelle Conway made the motion to approve the minutes from August 31, 2017, seconded by Becki Christensen. The motion carried unanimously.

III. Chairman's Report

➤ **Membership Considerations**

Chairman Johnstad noted that membership considerations were addressed at the last meeting with regard to the resignations of Ben Hooper and Cyndie Shaffstall. Susan let Mayor Evans know that she is an important member of the committee and expressed her excitement at including the Mayor's expertise in the Forum. Chairman Johnstad mentioned that she had recently read an article that the Mayor had published on tourism and asked if she would share the article with the committee. It was agreed that Mayor Evans would forward her article to Jeannette to be forwarded to the committee.

Chairman Johnstad noted that she and several members were in Pinetop to tour the location for the forum and noted that the committee does not have a lot of time before the Forum to tie up loose ends.

IV. Forum Discussion – Director

- **What we've accomplished so far**
- **What we need to accomplish**
- **Registrations To Date**

Ms. Teri Drew began her discussion by giving updates on accomplishments. She let the committee know that, as of this date, we have 41 paid registrations, 26 paid 'Welcome' Dinners and 26 paid Show Low dinners. She also reported that we have received speaker bios. Teri noted that now that we have bios we can start developing the agenda and script.

Ms. Drew shared with the committee that she had attended the Arizona Lodging and Tourism Association 2017 Industry Forecast for Northern Arizona luncheon. Teri explained that the AzLTA event was a northern Arizona reflection on tourism, and that they heard some big, big numbers, in terms of economic impact, especially for Northern Arizona. She noted that NACOG sponsored the event, as did the Sedona Chamber. Teri extended her special thanks to Susan Johnstad and Matthew Williams, who both attended the event and helped work the NACOG table. Ms. Drew shared that between the three of them; they made some great strides - they talked with many of the folks that were in attendance at this luncheon, gained some Forum registrations and sold a vendor table to Arizona State Parks and Trails. Ms. Drew also noted that NACOG is in the process of collecting several prizes from the hoteliers that were there. Teri shared that AzLTA had a video of all of northern Arizona that was produced by AzLTA. Mr. Drennon offered a copy of the video, with our logo embedded, to NACOG, so that we can run it during our Forum. Ms. Drew stated that she thinks this will be an added value to our Forum. Ms. Drew thanked Wendy Bridges, who is on the Economic Development Council, for bringing over three prizes.

Ms. Drew asked Chairman Johnstad and Matthew Williams if they had any follow-up conversations with the people that they talked to at the luncheon. Matthew asked if NACOG had heard from the folks in Lake Havasu City. Teri replied that Kristen Gallo from the London Bridge Resort had been in contact and was sending a gift certificate for a stay at their resort. Michelle Conway asked Teri who she had spoken with from Sedona about prizes, because she didn't want to hit them up again. Ms. Drew let Michelle know that most of the people she talked to were from the Prescott area. Those people included Margo and Brad Christensen, who own hotel properties in Prescott and Flagstaff, and the VP of Sales and Marketing for the Hassayampa Inn, which is also in Prescott. Teri also shared that there were about 100 attendees at the AzLTA luncheon and that they collected business cards from folks who were there. NACOG offered a drawing for one free registration to the attendees who dropped their business cards in the jar and that free registration was won by an employee of the Hassayampa Inn. Teri added that the winner of the free registration will be bringing another person who will be a paying for their registration. Ms. Drew reported to the committee that Forum information was emailed to all other attendees who had entered their cards for the drawing.

Ms. Drew informed the committee that she had a conversation with Cable One and confirmed they will be attending and taking a vendor table.

Discussion followed regarding the collection of raffle prizes. Judy Franz stated that she can get a certificate for 2-½ day Colorado River rafting trips. Matthew Williams reported that he has Lantern Candle Lamp, from Gingerbread Cabin, a 2-night stay at Antlers Inn, in Pinetop, a gift basket from White Mountain Nature Center, and a Sunrise Ski Pass from the Town of Pinetop-Lakeside. Mayor Evans let the committee know that she sent a reminder email to her CVB asking for prizes and added that we should be hearing from them soon.

Discussion followed regarding registrations. Ms. Drew told the committee that we have 41 paid registrations but still shy from the 75-100 that we planned. Teri mentioned that NACOG staff had sent an email blast between this meeting and the last and that what it really takes is to get on the phone and talk to folks. Teri stated that she generated registrations by getting on the phone and having direct conversation with folks. Ms. Drew added that we have confirmed all of our speakers but we need to make it worth their while to come up to the area with at least 75 attendees.

Chairman Johnstad suggested that we ask each committee member to call 10 people. The committee asked if NACOG would share the list of people that are already registered. Teri said that Jeannette would send the list. Ms. Drew let the committee know that NACOG has reached out to the chambers in Yavapai County and asked them to share the Forum information on the events calendars and with their membership. Steve North asked if anyone had reached out to AAED. Teri stated that we have asked in the past and did not get good results. It was suggested that someone reach out to Coconino County because they have a grant that is promoting tourism and hospitality. Ms. Drew noted that Coconino staff is registered. Teri stated that we have to extend our outreach to get the registrations up to 75. She added that at 75 registrations, our goals of filling the room and offering the mini grant program. The committee shared that they are confident that we can get to 75 registrations.

Chairman Johnstad asked NACOG staff to generate a list of contacts that the committee can call. Teri said the list will consist of Chambers, Visitor Bureaus, any Associations or business groups related to tourism or local government, EDC members in your area, restaurants, tourist attractions and recreation areas. Ms. Drew said that Jeannette will type the list and send it to the committee, via email.

Discussion followed regarding vendor tables. Ms. Drew reported that we began with a total of 10 vendor tables and 7 are still available. Michelle Conway said that she feels the lack of vendor interest seemed to do mostly with travel and distance to the location. The committee agreed that they will start talking to locals about vendor opportunities and attendance. Teri reminded the committee that the Forum is 30 days away. Ms. Drew asked the committee to touch bases with the Pinetop Country Club and ask who is going to use their free registration.

Ms. Drew acknowledged that Michelle Conway has worked very hard on the website toolbox however, there are no tools in the toolbox, and we will need to fill this spot on the agenda. Michelle stated that she feels this part of the program should be changed. Michelle added that we can keep the part of the agenda where we introduce the committee. Steve North stated that he feels the Destination Panel is a little light and maybe he can identify another panelist. Mr. North suggested another Destination speaker from Fools Hollow Lake and said he would reach out to them. Ms. Drew recommended Michelle Conway, and noted that we could give Michelle an opportunity to showcase Best Practice, based on the excellent job that Sedona does. Steve North stated that giving Michelle her own session to talk about Best Practice in Sedona has a lot of merit. Teri suggested that it could be more of an interactive conversation piece, after the introductions. Michelle reminded the committee that she is already doing that on the Destination Panel. Ms. Drew reminded the committee that the agenda is already out and that people registered based on that agenda. Chairman Johnstad stated that the committee is a little light in membership and that maybe this is an opportunity to encourage people with an expertise in tourism to get involved with the committee. Teri suggested that in lieu of additional Best Practice, perhaps we could introduce the mini grants; Chairman Johnstad agreed. Discussion followed about how we can amend the agenda to fill the time slot most efficiently.

The Forum agenda will be amended as follows: 8:30 Michelle Conway with Meet Your Hosts, EDC Tourism Committee. Michelle will introduce the committee and talk briefly about the goal of the tourism committee. She will reference the mini grant and then talk briefly about what's new in Sedona and lead in to the Regional Destination panel discussion. Steve North offered to contact Fools Hollow Lake to fill Michelle's seat on the destination panel.

Mr. North will notify NACOG staff as soon as possible, with regard to who the Fools Hollow Lake speaker will be, to allow sufficient time to adjust the agenda.

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 thanked everyone for the creative work. Susan asked how we want to distribute the prizes and use them to keep momentum going. Matthew Williams asked for a master list of prizes already received. Ms. Drew volunteered to organize the prizes and help with the drawings and giveaways. Teri let the committee know that NACOG staff will send out a list of the prizes that we have in our hands. Discussion followed about packaging prizes and providing a grand prize.

Chairman Johnstad moved on to Item 6. Susan let the committee know that she is happy to be the point person on vendors. She echoed Michelle Conway's comments that travel to the area is a barrier. Chairman Johnstad went on say that she feels that the committee will have the most success identifying vendors that represent this region. Becki Christensen shared that the Springerville Chamber is taking a vendor table. Becki stated that she will get the registration form filled out and sent in.

Ms. Drew brought up social media and asked the committee to post the Forum information on their social media pages and 'like and share' wherever and whenever they see the Forum information posted. Teri acknowledged Cyndie Shaffstall for all of the work that she had done for the committee and shared that her father had passed away. Chairman Johnstad thanked Ms. Drew for sharing the information and sending condolences on behalf of NACOG and the committee. Michelle Conway let the committee know that she has reached out to her media and advertising companies for vendor and sponsorship opportunities and has not had a lot of luck.

Chairman Johnstad asked what still needed to be done on the conference materials. Ms. Drew stated that the agenda will be in the conference package and the agenda needs to be finalized. Teri shared that we are having banners and poster boards made that will identify our sponsors. Teri also stated that the video will be part of the conference materials and that we will have scripts prepared for all of the committee.

A conference call was scheduled with Chairman Johnstad and Vice Chairman Conway to speak with the NACOG staff about loose ends.

VI. Agenda Items for Next Meeting

Chairman Johnstad stated that the next meeting date is going to be on September 28th and that the focus is going to be on the final details for our October Forum. Susan asked the committee if there were any other items that needed to be added to the agenda for the September 28th meeting and there were none.

VII. Member Comments

Michelle Conway asked Ms. Drew if NACOG had received the speaker's presentations. Ms. Drew said she would check and noted that staff would request copies of all PowerPoint presentations prior to the event. All PowerPoint presentations will be pre-loaded to avoid chaos at the Forum. Mr. Williams thanked everyone for coming to Pinetop.

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 Mayor Coral Evans. The motion carried unanimously and the meeting adjourned at 10:56 AM.

The next EDC Tourism Committee meeting is scheduled for Thursday, September 28, 2017 and will be held at 221 N Marina Street, Prescott, AZ 86302

*EDC Tourism Minutes from July 27, 2017
Approved: August 31, 2017*