

## Economic Development Council

# Tourism Committee

## Meeting Minutes

**Thursday, September 20, 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                           |
| Judy Franz                | Present        | 2                           |
| Tony Alba                 | Present        | 0                           |
| Kathy Dahnk               | Present        | 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 10:03 AM. She called the roll and established that a quorum was present. Chairman Conway reminded the committee to identify themselves over the phone as they comment throughout the meeting.

**II. Approval of Minutes, July 26, 2018**

Chairman Conway asked for questions or comments on the July 26, 2018 minutes as presented, there were none. She called for a motion to approve the July 26, 2018 minutes; **so moved by Tony Alba and seconded by Ann Steward. The motion carried unanimously.**

**III. Chairman's Report**

➤ **Task List Update**

Chairman Conway began by updating the Committee on the progress through the Task List.

**a. Survey to Players List**

Chairman Conway reported that the Tourism Survey is out and will stay open until the end of September. Her intent is to design the subsequent fact sheet from the data derived from the survey and present to the October Economic Development Council (EDC) meeting, however there will not be enough time following the close of the survey to develop a finished product. The plan now is to present it to the EDC in December.

**b. Tourism Toolbox**

Tony Alba reported that he did not make his Labor Day deadline for the Tourism Toolbox update, however he is still reaching out to the winners of Governor's Conference on Tourism (GCOT) awards to get their achievement stories to add to the Toolbox. He noted the organizations that received the awards: Sedona Chamber and Visitor's Bureau for their Northern Lights event; Local First Arizona for the WeekendZona program; the Hopi Festival of Arts and Culture; and also the winner of the Tourism Spirit of Service award – the Shonto Community Governance. Mr. Alba stated that final permissions to share these stories are being obtained. Chairman Conway thanked Mr. Alba for his efforts and thanked everyone for their assistance with the Survey, recognizing the members as volunteers with other jobs, and that it's difficult to meet deadlines with so many details pressing. NACOG Regional Director Teri Drew agreed, noting that the Task List deadlines are flexible, the focal point is to keep the Committee on task. Chairman Conway asked Mr. Alba if there is anything else on hold for the Toolbox. Mr. Alba noted that the report information he is waiting from the Arizona Office of Tourism (AOT) will replace the case studies that were originally requested. Chairman Conway also suggested that Mr. Alba recruit help from other committee members as needed, and encouraged the other Committee members to review the website and offer suggestions.

**c. Drone Video**

Chairman Conway reported that the drone video point on the Task List is not being pursued at this time, but she recommended that it remain on the list as a possibility for the future.

**d. Impact Statement**

Chairman Conway noted that the Impact Statement also needs some additional time for completion, and noted Councilor Kathy Dahnk's assistance with this item. Chairman Conway summarized the intent of the Impact Statement to be a snapshot of the impact of tourism on the Region and to use the statement as a foundation to communicate that information in order to further the cause of the Tourism Committee. Chairman Conway noted that it had been suggested during the last meeting to go onto the AOT website for existing impact statements and develop ours accordingly as a regional 4-county impact statement.

**e. Infographic**

Chairman Conway continued to the next task on the Task List; a one-page infographic will be developed from the information received from the research done on the AOT website. It was noted that the State's impact statement is very detailed and ours should be pared down to summarize the Northern Arizona region. Chairman Conway suggested sending out some links from the AOT website to the Committee to review the information for the development of ideas for the regional infographic. The common consensus was that website links would be the most effective method of review. She asked Councilor Dahnk to send out the website links to the Committee, and reminded the Committee to please only reply to the sender with comments regarding their take-away for the regional infographic and to copy Julia Sawyer on the reply.

**f. Community Profiles**

Chairman Conway reported that she is expecting more items from Local First Arizona (LFA) regarding community profiles. She asked for feedback regarding the possibility of putting the Community Profiles received on the Tourism Toolbox web page. Rather than put the information on the website, Ms. Drew encouraged Committee members to send LFA a list of Northern Arizona communities to contact for creating their Community Profiles, noting that there is a cost to each community to participate of approximately \$2,500. Another option suggested by Ms. Drew was to tell the communities about it and

let each community negotiate with LFA on their own. She noted that this could be a discussion with LFA when a new representative is appointed to the Committee. Some discussion followed regarding allowing the communities to make their own decisions regarding LFA, and how to access the profiles. It's not suggested that the profiles be added onto the NACOG website. Judy Franz noted that the City of Page no longer has a tourism director and that the Chamber is now working on tourism there, and they will look into getting a profile done through LFA.

#### IV. Director's Report

##### ➤ Program Update

Chairman Conway turned the meeting over to Teri Drew for the Director's Report. She began by thanking everyone for their flexibility in light of all of the changes in planning for this meeting.

Ms. Drew reported that Maya Azzi sent notification that she has left Local First Arizona Foundation and Kimber Lanning has recommended Liza Noland to replace Ms. Azzi on the Committee. Ms. Drew read correspondence from Ms. Noland regarding the Tourism Committee; "she would absolutely love to participate on the Tourism Council if Maya's seat is available. I have worked in tourism and economic development circles throughout Arizona for the past 5 years. I am passionate about the State and the wide array of attractions. Please let me know how I can help." Ms. Drew made a recommendation that the Committee select Ms. Noland as a new Committee member for the Tourism Committee. **Becki Christensen made a motion to receive Liza Noland to replace Maya Azzi on the Tourism Committee. Chairman Conway seconded the motion.** Ms. Drew thanked everyone for their consideration.

Ms. Drew reported that she was at the LFA Rural Policy Forum and met the new Arizona Film Commissioner while there. She noted that the state has not had funding designated for a film office for several years that there is now a state film office and director, and they are trying to generate business. Ms. Drew reported that Director Matthew Earl Jones will be invited to present to the EDC in the near future, as he had stated to Ms. Drew that Northern Arizona is an optimal filming location. Ms. Drew noted that this might also be a great Tourism Workshop to consider for the future, to invite marketing and outreach toward filming. She paused for comments or suggestions. Tony Alba mentioned that Mr. Jones will be in Show Low for the Show Low Film Festival October 11-14. Ann Steward noted that the City of Prescott has recently hired a film representative who will also be working on a film for Prescott. She reported 2 movies and 2 reality shows this year so far for the City. She suggested anyone who wanted to ask her questions could call. More discussion followed regarding film opportunities in the Region. Ms. Drew asked about Sedona, and Chairman Conway responded that there have been several opportunities for Sedona, not by their solicitation but by request.

Ms. Drew continued to report on another marketing opportunity that she saw while at GCOT. Nomadic is a consultant group that develops marketing on Pinterest, a social media outlet that shares local outreach. Ms. Drew noted that there is a local Nomadic consultant and she asked the Committee if there would be interest in inviting the consultant for a presentation on this type of outreach. It was agreed that it would be a good topic to hear about. Chairman Conway asked if this could also be a possible workshop, to which Ms. Drew said yes. Ms. Drew noted that the 2019 EDC meetings are full for presentations due to planning for the 2020-2025 Comprehensive Economic Development Strategy (CEDS), but she may consider doing lunch workshops in conjunction with EDC.

A question was asked regarding other social media opportunities that are currently being utilized for marketing. Ms. Drew noted that there are not currently any NACOG marketing pushes on the social media outlets, but commented

about a piece she wrote on tourism in Northern Arizona in a publication and a piece for an economic development publication. In the tourism piece she listed the Tourism Committee goals, objectives and mission. Ms. Drew pointed out that, some time ago the Tourism Committee had decided that it really isn't NACOG's role to market for communities, but individual cities and towns should be doing their own marketing. The objective of the workshops would be to provide a technical assistance opportunity. Discussion followed about other possible social media platform uses. Ms. Drew noted that she will reach out to Nomadic to see if they represent other social media marketing opportunities as well. With that Ms. Drew concluded her report.

#### **V. CEDS 2020-2025 Goals Outline**

Moving on to the next agenda item, Ms. Drew reported that a large part of the EDC's role is to develop an updated 5-year plan – the CEDS. She noted that goals and priorities of the Tourism Committee in the current CEDS were developed by others 5 years ago. Today was going to be a planning session for the new CEDS update of the Tourism section, but unforeseen circumstances made it impractical to meet in person today. Ms. Drew noting that this important process would not be done well over the phone, and that it should be done in person. It was suggested that a more centralized location could be considered for another attempt at an in-person meeting for November 15<sup>th</sup> if possible, either Flagstaff or Sedona. Chairman Conway offered a location in Sedona to convene on November 15<sup>th</sup>. Positive discussion followed, and Ms. Drew noted that she and Ms. Sawyer will work with Chairman Conway for a meeting location in Sedona, noting that everyone should plan for at least a 3-4 hour meeting including lunch. Other positive comments followed.

#### **VI. 2019 Workshop Planning Discussion**

Chairman Conway opened a discussion for Tourism Workshop planning. She noted that the last discussion regarding this was in May during their last in-person meeting as they drafted the Scope of Work. She listed the objectives to see where these workshops would best be categorized:

1. Partner with state and regional tourism organizations to promote their marketing programs, training programs and events – Chairman Conway noted this item has more to do with the survey than workshops;
2. Serve as an informal resource for assistance to EDD as Economic Development District communities regarding marketing promotions and encourage regional joint-marketing opportunities – discussion followed regarding regional co-marketing strategies. Chairman Conway noted that the City of Sedona does look for ways to co-promote neighboring communities, however the conflict lies in seasonal variances. Lori Pappas also noted that the City of Flagstaff recognizes that they are a part of an itinerary for most tourists, rather than a destination. Others commented the same. Some discussion followed regarding how to co-market, taking into account seasons and distance. Other comments were made regarding the difficulties posed by tour bus services that control the opportunities that their clients are offered. Chairman Conway suggested that could be another workshop topic.
3. Continuing to strengthen sub-regional tourism efforts through the sharing of best practices, promotion and product development – Ms. Drew commented that this is the objective that the workshops would fall under, Chairman Conway agreed, stating that her goal is to be able to track progress on all the objectives. She noted that it would be good to collaborate with EDC meetings in the next calendar year, all agreed.

**VII. Agenda Items for Next Meeting**

Chairman Conway suggested the primary focus for the November 15, 2018 meeting will be:

- CEDS 2020-2025 planning
- Mini-brainstorming for workshops for the 2019 calendar year.

**VIII. Member Comments**

Chairman Conway called for member comments, there were none.

**IX. Public Comments**

Chairman Conway called for comments from the public, there were none.

**X. Adjournment**

Chairman Conway called for a motion to adjourn. **Lori Pappas made the motion to adjourn the meeting, seconded by Councilor Kathy Dahnk. The meeting adjourned at 10:57 AM.**

*EDC Tourism Committee Minutes from September 20, 2018  
Approved: November 15, 2018*