

Economic Development Council

Tourism Committee

Meeting Minutes

Thursday, September 28, 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	5
Judy Franz	Absent	5
Richard Heath	Absent	2
Matthew Williams	Present	1

Staff: Teri Drew, Regional Director, NACOG
 Julia Sawyer, Executive Assistant, NACOG
 Jeannette Arntzen, Administrative Assistant, NACOG

I. Call to Order, Welcome and Introductions

Chairman Susan Johnstad called the meeting to order at 10:04 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

Chairman Johnstad shared that the next meeting dates are November 16th and December 14th, 2017. Chairman Johnstad stated that the November 16th meeting will be an opportunity to review the Forum and take a look at our notes and finances. She expressed her hope that everyone would be able to join the November 16th meeting.

Chairman Johnstad reminded the members that she will be moving off of the committee and stated that the December 14th meeting would be the first meeting in which Michelle Conway would be serving as Chair and

Matthew Williams as the Vice Chair. Chairman Johnstad thanked Ms. Conway and Mr. Williams for being willing to step up to leadership roles. Ms. Drew asked Chairman Johnstad if there had been an election recommending Ms. Conway and Mr. Williams for their new positions and reminded the Chairman that this needed to go to the EDC and could be presented at their meeting on October 11, 2017. Chairman Johnstad called for a motion to recommend Michelle Conway as the new Chairman of the EDC Tourism Committee and Matthew Williams as the new Vice Chair of the EDC Tourism Committee. Ms. Christensen made a motion to recommend Ms. Conway as the new committee chair and Mr. Williams as the new committee Vice Chair, effective December 1, 2017, seconded by Michelle Conway. The motion carried unanimously. Chairman Johnstad thanked Ms. Drew for moving this item forward to the EDC.

Chairman Johnstad thanked Jeannette Arntzen for all of the work she is putting forward to rally the troops and get everyone moving in one direction. The Chairman stated that she was pleased with how everything looked and that she is confident we are going to have a valuable program. Chairman Johnstad thanked all of the NACOG staff for their hard work and noted her appreciation to Julia Sawyer and Jeannette Arntzen.

IV. Forum Discussion – Director

➤ Registrations to Date

NACOG Regional Director, Ms. Drew, began her discussion by giving an update on registrations. She shared that since the last committee meeting, NACOG has been pushing out email blasts with registration and program information attached. Ms. Drew reminded the committee that it was the consensus of the group that all of the committee members would make some phone calls, but she doesn't know if that happened. Ms. Drew shared that EDC Chairman, Jodie Filardo, had sent out an email to her group as did EDC member, Wendy Bridges. Ms. Drew informed that committee that we have grown our registrations; at our last meeting we had 41 registrations and now we have 51. Ms. Drew went on the share that the number of paid reservations for the Welcome dinner at Charlie Clark's is at 29 and Cattlemen's is 30. Ms. Drew clarified that we have 54 registrations which include 51 paid, 2 gold sponsor registrations that are gratis and the keynote speaker, which is also gratis. Ms. Drew noted that we will be accepting a limited number of registrations at the door and that we have to provide all of our food counts to the venues by October 3rd. Mr. Williams asked whether or not Charlie Clark's had been informed already or did he need to contact them? Ms. Drew told the committee that the venues have been informed of the numbers and asked that, going forward, NACOG be the single point of contact. Ms. Drew explained to the committee that there was confusion with one of the preferred hotels and that NACOG staff was told by the Best Western general manager that the preferred rate was never confirmed however, the issue is now resolved. Ms. Drew stated that we are not to our original goal of 100 registrations or our reduced goal of 75, and it's looking like it will be more in the range of 50. She assured the committee that we are still pushing out emails hoping to increase the total number of registrations and asked that each member do so as well. Ms. Conway stated that she is keeping the forum information in her Chamber's e-news and noted that AOT is still running it in their newsletter. Ms. Christensen informed the committee that the photographers had not registered yet. Ms. Drew let the committee know that part of negotiations with Cable One was to do a video of the conference. Ms. Christensen said that originally, the photographers would not have to pay for their registration fee and asked if that was still the case. Ms. Drew said that was fine; whatever the pleasure of the group is. Ms. Drew went on to share that Cable One was asked to be there for the first whole day but they won't be there the second day, so if it's important to us to have photos for both days that are better than cell phone quality, we can go ahead and ask the photographer. Ms. Christensen said that she would get the registration form to the photographer and stated that it will either be Russell Mead from Fountain Hills or Brenda Crawford from Springerville. Ms. Christensen noted that they are the producers of the White Mountain Magazine and excellent photographers.

➤ **Vendor Update**

Next, Ms. Drew moved on to the item of vendor tables. Ms. Drew informed the committee that the Country Club is making the changes to the rooms, as requested. She shared that we will have 8 vendors and 7 tables; TRACKS and Sunrise Ski Resort are sharing a table. Ms. Drew stated that vendor tables are now closed because the number was reduced from 10 to 7. Chairman Johnstad asked Ms. Drew to run through who the 8 vendors are. Ms. Drew informed the committee that the 8 vendors are City of Cottonwood; Cottonwood Chamber of Commerce; Springerville Heritage Center and Chamber of Commerce; Cable One Advertising; White Mountain Nature Center; TRACKS; Sunrise Ski Resort and; Pinetop-Lakeside Chamber of Commerce. Ms. Drew noted that of the 8 vendors, we have received payment from 3, 3 are gratis and, we are awaiting payment from the Pinetop-Lakeside Chamber of Commerce and Springerville Heritage Center and Chamber of Commerce. Chairman Johnstad asked Ms. Drew to clarify that the 3 vendors that are gratis are participating in the forum in some other way. Ms. Drew confirmed that the 3 vendors that are not paying are all panel speakers. Ms. Drew noted that letters were sent to vendors informing them that they will be able to set up on Wednesday afternoon and tear down late Thursday afternoon, and that vendor tables are on a first-come, first-served basis. Ms. Drew asked if anyone had questions or comments about vendors, hearing none, she moved on to the facilities update.

➤ **Facilities Update**

Ms. Drew reminded the committee that we have to give Pinetop Country Club a headcount by Tuesday, October 3rd and the restaurants, Charlie Clark's and Cattlemen's, by Thursday, October 5th. She shared that the forum registration form says you can pay for the optional dinners at the door but noted that it may be difficult since the restaurants are asking for a headcount in advance. Ms. Drew then touched on the hotels and reported that things are in line. Ms. Drew said she thought occurred to her this week that people may feel they are lost as they are driving to the Country Club. She asked Mr. Williams if he could get road signage directing people down the road to the Pinetop Country Club. Mr. Williams said he would order a banner for the corner of the intersection leading in to the Country Club. Ms. Drew asked if there were any questions or comments about the facilities, hearing none, she moved on to the budget.

➤ **Budget Update**

Ms. Drew described the budget document that was provided to the committee. She explained the projected revenue was based on 100 registrations with projected revenue of \$10,000. The actual revenue is \$5,000 based on current registrations, with a variance of \$5,000. Ms. Drew informed the committee that all funds have been received from sponsors. She also noted that NACOG staff has been in touch with all of the sponsors to make sure they have registered. Ms. Drew reviewed the expenses and asked the committee to refer to the bottom line. She pointed out that, as of today, our total revenue is \$3,234. Discussion followed regarding the ability to award mini grants. Ms. Drew stated that she didn't feel that the revenue will be enough to fund the mini grants. Chairman Johnstad questioned whether there are other sources of funds available to help finance the mini grants. Ms. Drew stated she thinks this committee would agree that we are done with forums for a while. Ms. Drew shared that part of our CEDS says "Education for Communities" and that going forward; instead of having forums we might have sessions. For example, after the EDC luncheon, we'll bring some folks in and have a particular segment on tourism so that we keep it in everyone's mind's eye, and that may be an opportunity to have a \$25 registration or a \$50 registration fee. Chairman Johnstad asked if there was anything else on the radar about potential sponsorships for this year's forum or are there any other conversations pending? Ms. Drew stated that there are not. Ms. Conway stated that we are at 50% of our projected registrations but the forum is going to be very enjoyable and worthwhile for those attending. Ms. Conway agreed that the mini grants cannot come together this time around. To answer Chairman Johnstad's question, Ms. Drew suggested having a meeting with Debbie Johnson at Arizona Office of Tourism (AOT) to see if she wants to sweeten the pot and maybe match our funds and provide some grants to rural areas. Ms. Conway

explained that part of rural support that AOT does is their annual rural co-op program where they help rural communities market through a selection of predetermined advertising and marketing and sales programs. She said that AOT basically puts together a menu of different things that will help them, as well as help rural communities and then they match the cost. Ms. Conway stated that Sedona does it every year; Sedona pays 50% of the cost and AOT pays 50%. Ms. Conway said that in the past year she's noticed that AOT has extended this program to be more than just marketing and they have allowed other things and other ways that communities could benefit. She questioned if this mini grant could be included it that somehow. Additional discussion followed regarding AOT's rural co-op programs. Ms. Drew said we would add an item to December's agenda to start talking about those opportunities. Ms. Drew called for questions or comments on the budget. Chairman Johnstad stated that she agreed that now is not the time for the mini grants however, we should talk about how this affects Ms. Conway's presentation at the forum on Friday. Ms. Drew agreed and stated that her recommendation would be that Ms. Conway could fill the half-hour with her Sedona discussion and introducing the committee. All agreed.

Next, Ms. Drew provided the committee with a prize update. She shared that we have 21 prizes committed; 11 have been collected and we are waiting on 10. Ms. Drew told the committee that she has taken over the Prescott donations. Ms. Drew noted that some of the larger prizes will be brought to the Country Club and requested that anyone who has prize certificates to please send them to us so we can prepare them. Ms. Drew informed the committee that we're in the process of preparing thank you letters to the prize donors. Chairman Johnstad asked Ms. Drew to share her thoughts on how the prizes will be awarded. Ms. Drew said that it will depend a lot on how many prizes are actually collected. Ms. Drew described that everyone will receive a ticket when they come in for their registration and that drawings will take place at the opening of the day, after breaks and maybe at the end of the day. Ms. Drew said that she always found it really exciting and a good attention-getter and, it's also a good a bribe because you do have to be in the room to receive the prize. She shared that there had been some discussion about selling additional tickets and asked the committee what they thought. It was agreed that with the number of prizes available, additional tickets will not be sold.

Ms. Drew informed the committee that Ms. Sawyer was working on scripts. She also let the committee know that she had offered a free registration to Cyndie Schaffstall for her continuing work on the program. Ms. Drew thanked Mr. Williams for the 100 swag bags from Pinetop-Lakeside and Mayor Evans from Flagstaff, for sending 100 'fillers', such as maps and bandannas for the bags. Mr. Williams informed the committee that his youth council will be on site on Friday to help in any way they can. Chairman Johnstad asked if the committee could be of any help getting things set up. Ms. Drew thanked the chairman for her offer but let her know that NACOG staff would be on site to help with everything. Ms. Drew informed the committee that there will not be an EDC meeting on the morning of October 11th because there wasn't a quorum but there will be an EDC Executive Committee meeting at 12:00 noon. Ms. Drew moved on to the Roundtable update.

V. Roundtable Update – Forum Tasks

Conference Materials

Ms. Drew discussed the changes to program including that Chairman Johnstad's Call to Order and Welcome speech will take place in the room where breakfast is being served and then everyone will adjourn and move across the room to the meeting space. Ms. Drew noted that the Country Club informed us that they do have enough chairs, so no additional chairs are needed at this time. There is still a question as to whether or not they will be able to get chairs and tables into the meeting space. We were also informed that they have enough tables and table cloths for the vendor tables and the meeting space. Ms. Drew stated that all of banners, which identify the sponsors, are ordered. Ms. Drew let the committee know that David Drennon from Arizona Tourism and Lodging was kind enough to share his video and updated it to include the NACOG logo. Ms. Drew informed the committee that the program was in its final draft. Ms. Drew noted that Chairman Johnstad's name will be corrected to read Dr. Susan Johnstad,

Ms. Conway will be changed to Michelle Conway and, if it's agreeable, change the name of Ms. Conway's presentation from Sedona Focus to Sedona Model. Chairman Johnstad pointed out that there is an incomplete sentence on the 10:30 AM session on Friday. It was noted and will be corrected.

Facebook and Social Media Blasts

Ms. Drew stated that we have been doing Facebook and social media and acknowledged that all committee members have probably reached out as much as they can however, if there's anyone that was forgotten, please contact them and have them contact us by the end of next week.

Solicit prizes

Ms. Drew moved the discussion to the grand finale prize. Ms. Drew said that she tried to select the prize with the highest dollar value and that prize appears to be the Cool Vacations 2-night cabin stay in the White Mountains.

Chairman Johnstad informed the committee that she had just received an email from Steve North apologizing for not being able to make the call this morning. Chairman Johnstad read his email to the committee. In his email he stated that he was on a podcast this morning that reaches 15,000 listeners and was able to mention the NACOG Forum.

Ms. Drew informed the committee that Ms. Sawyer is typing scripts for each person that is doing an introduction. Ms. Sawyer is also doing scripts for the panel moderators to introduce their panel and to introduce the topic. Ms. Drew mentioned that we are still waiting to hear from Steve North who will be delivering the Welcome speech at Cattlemen's. Ms. Drew did a brief run-through of the program with the committee members. Ms. Drew pointed out that the other changes to the program are that everything on the second day was moved up one-half hour and the placement of the logos. Ms. Conway questioned who is going to introduce Dr. Wanda Costen and who is going to do the finale and draw for the grand prize. It was decided that Ms. Conway will introduce Dr. Costen and Mr. Williams will do the finale. Ms. Drew thanked Ms. Shaffstall for sending the "What to do in Arizona's White Mountains" pamphlet. The committee thanked Ms. Drew for all of her work. Ms. Drew thanked Ms. Sawyer for arranging her sick leave around the forum.

Chairman Johnstad asked if the prizes were received and the swag bags were done. Ms. Drew confirmed that they were. She asked the committee if there was any additional outreach that could be done for registrations and prizes. Ms. Conway shared that there are other things going on in Sedona and half of her staff will be at another meeting. Ms. Drew shared that she hit the Regional Council up when they were in Snowflake and the council was not thrilled with the accommodations so it might have soured them on the area.

Status Update of Registration Outreach

Ms. Conway asked if there were any registrations from Sedona. Ms. Sawyer informed Ms. Conway that she was the only one from Sedona who is registered. Ms. Conway said that she sent the registration to the Verde/Clarkdale/Sedona Visitors Bureau. Ms. Drew informed the committee that there are no attendees from the tribes.

There was discussion about where people were staying. It was agreed that contact information will be left with each of the preferred hotels. Ms. Drew let the committee know that it was not necessary for them to come up on Tuesday night. Ms. Drew recapped the set up at the Country Club and stated that Mr. Williams will deliver the vendor tables Wednesday night for set up Wednesday afternoon. There was additional discussion about sharing of cell numbers. Ms. Drew informed the committee that NACOG is sending out an email to raise interest in the guided hike by TRACKS. Chairman Johnstad asked if there was anything more on the Forum tasks that need to be addressed today; hearing none Chairman Johnstad moved on to Item VI.

VI. Agenda Items for Next Meeting

Chairman Johnstad stated that our next committee meeting on November 16th will be dedicated to debriefing the forum via phone conference. Chairman Johnstad asked if anyone else had agenda items they would like added at this time. Ms. Conway asked if the November meeting could be in person and offered to host. The committee agreed to meet in person in Sedona. Ms. Drew asked that sector strategies discussion be added to the agenda for the next meeting. She explained that one of the identified sector strategies for the district is tourism. Ms. Drew went on to explain that a sector strategy is a convening of industry to identify their barriers, their strengths and to develop and devise a plan for moving forward. Ms. Drew stated that she would like to start that discussion at the next meeting. Chairman Johnstad asked if there were any other items that needed to be added to the agenda for the November 16th meeting and there were none.

VII. Member Comments

Chairman Johnstad asked if there were any comments from the membership that had not been addressed already. Ms. Christensen asked for clarification on vendor tables. Ms. Drew corrected herself and stated that Mr. Williams will bring the tables on Wednesday morning for vendor set up on Wednesday afternoon.

VIII. Public Comments

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

IX. Adjournment

Chairman Johnstad called for a motion to adjourn. Mr. Williams Williams made a motion to adjourn, seconded by Ms. Conway Conway. The motion carried unanimously and the meeting adjourned at 11:19 AM.

*EDC Tourism Minutes from September 28, 2017
Approved: November 16, 2017*