

Executive Committee
Special Economic Development Council Meeting – Tourism Agenda
Teleconference - March 2, 2016 2:00 PM
(888) 757-2790

Members:			(Absences YTD)			Members:			(Absences YTD)		
Rich Bowen	Present	0				Karalea Cox	Present	0			
Jodie Filardo	Absent	1				Casey Rooney	Absent	1			
Paul Watson	Present	1									

Guests: Heather Ainardi, Tourism Sub-Committee Chair
Michelle Conway, Tourism Sub-Committee Vice-Chair
Steve North, City of Show Low
Evie Racette, Town Manager of Pinetop Lakeside
Chris Fetzer, Executive Director

Staff: Teri Drew, Regional Director
Julia Sawyer, Executive Assistant
Mary Brickman, Assistant to the Director

A quorum was present.

1. Call to Order/Welcome/Introductions

Chairman Karalea Cox asked either Mary Brickman or Julia Sawyer, NACOG staff, to call roll. Julia Sawyer gave roll call of the members and guests that were requested to be present. Teri Drew commented to Chairman Cox that there was not a quorum at the start of the meeting, as there were only two Executive Members of the Economic Development Committee present. Chairman Cox stated that she was aware that no confirmation had been received from Mr. Casey Rooney, but she asked if there had been one from Ms. Jodie Filardo. Mary Brickman replied that Ms. Filardo had another commitment and could not make the phone call. Chairman Cox asked Teri Drew do clarify that, if there is not a quorum, they can discuss but cannot make an official recommendation, and Ms. Drew said that they could make an official recommendation but could not vote.

Mr. Richard Bowen joined the teleconference a few minutes later, a quorum was present.

2. Review Tourism Sub-Committee Forum Agenda

•Discuss Revisions

Chairman Cox called the meeting to order at 2:06 PM. She began the meeting by welcoming everyone and thanking Teri Drew, Mary Brickman and Julia Sawyer for getting an agenda together for this meeting and contacting members to attend. She expressed that she was grateful for everyone who joined the call, particularly Michelle Conway and Heather Ainardi from the Tourism Subcommittee. Chairman Cox moved to the second item on the agenda, that being to discuss the Spring Tourism Forum and some possible revision to the Forum agenda. She thanked Ms. Ainardi and Ms. Conway for all of the effort that had been put in thus far, and she reiterated that this discussion is not a reflection of how they feel the Tourism Committee has worked but stemmed from a concern that, because it is Navajo County's turn to host the Forum, they want to help make the most of the opportunity to highlight activities and successes that have been happening in Navajo County. She stated that she had an informal meeting with Steve North and Paul Watson, some people that serve on the EDC from Navajo County, and with Evelyn Racette, who is from the town of Pinetop-Lakeside. This meeting brought up some additional ideas to include in the agenda and to perhaps change the agenda around a little bit. Chairman Cox then let the Tourism Committee know that the Executive Committee of the EDC had also discussed the Forum at the last regularly scheduled Executive Committee meeting early in February. She shared that at that meeting they had a conversation about some concerns but wanted to wait to see what the Tourism Committee developed in terms of an agenda. She then referred to, Mr. North and Ms. Racette to highlight some of the successes in Navajo County and where that might fit into the agenda, and also for Mr. Watson to share his thoughts.

Paul Watson, the assistant County Manager for Navajo County focusing on economic development, shared that he has lived in that area most of his career and has been involved in a number of organizations. One of the organizations he is involved in is the White Mountain Partnership, which has been in existence since 1996. Mr. Watson shared the history of the organization, as a regional marketing effort to promote the White Mountains for tourism. It had originally started with the tribe, Show Low and Pinetop-Lakeside putting resources together, and had received significant funding from the Arizona Office of Tourism. That organization has been going strong ever since, with various ad agencies representing them for both marketing and public relations. Mr. Watson stated that, when he first heard of the Forum, he had called some of the people with whom he had worked and been involved in this area and asked if he could meet and discuss the Tourism Forum. He said there had been several meetings with Steve North, Evie Racette and Karalea Cox to talk about it. He said there are efforts to market the area that have been successful, he suggested that there may be some opportunities to get both the agency that represents the Partnership but also the agency that represents the town of Pinetop Lakeside to give presentations about some of the things that are happening in the White Mountains to promote tourism. He also suggested that within the day and a half that they have people together for the Forum there would be an opportunity to get out and see a little bit yet still do some learning from a tourism marketing standpoint. He then turned the floor over to Evie Racette to talk about some of the communications she has had with Brian at Sunrise, and talk about what the group was thinking about including Sunrise. He then suggested that Steve North then talk about some of the outdoor recreation marketing that he has looked at as well.

Ms. Racette began by noting that one thing that was considered was to go to Sunrise after lunch on Thursday and they have secured permission to do so. They are willing to do a chair lift ride and talk about the new zip line they have and to also present the summer recreation events they have, and they will also touch on the winter events as well. Sunrise Resort has also agreed to host dinner and also provide transportation to and from Pinetop. Ms. Racette felt that would be a good way to integrate one of the assets in the area for tourism. She turned the floor over to Steve North to promote outdoor recreational activities in Show Low.

Steve North said there are a number of companies in White Mountains that are doing some unique things that augment the tourism assets in Navajo County, which he feels are worth looking into. The idea presented was to put together a quick outdoor recreation session in order to bring some of those business owners together to tell what they are doing. Mr. North said it would be a good learning opportunity for partnership between other communities.

Karalea Cox stepped in and thanked Paul, Evie and Steve for their input, and to add some more specifics. She spoke about what Paul Watson referred to what's going on in marketing and tourism, and to have those White Mountain Partnership folks be represented and to participate in the Tourism Impact Panel discussion on Thursday morning. She asked for discussion and feedback on that discussion. She pointed out that there is a slot on the agenda that said Pinetop Lakeside would be represented but was to be determined, and she said that she was not sure if anyone in particular had been secured for that. She asked for input on from Heather Ainardi, Michelle Conway, and Teri Drew.

Heather Ainardi, Chairman of the Tourism Committee asked if it would be an appropriate time to step in, and Chairman Cox acknowledged her. Ms. Ainardi thanked everyone for getting together and for taking the time to talk about the Tourism Forum, which turns out to be one of the largest projects that the Tourism Committee works on. She said the Committee appreciates being able to provide the guidance and tourism knowledge and information. She stated that, to accomplish this, the Tourism Committee worked on the Forum following the Comprehensive Economic Development Strategy (CEDS) goals, looking at both the objectives and the tourism section, and they saw the CEDS goal regarding forests and promoting natural resource assets and economic drivers. She stated that one of the reasons they chose Pinetop-Lakeside is because the White Mountains of Navajo and Apache are wonderful locations to highlight that. She appreciated the new ideas and agreed that the Tourism Economic Impact Panel could use more representation from the entire NACOG region. She said that it had been a struggle to find contacts that could help with that area. They had originally planned to do a tour on Wednesday to highlight the region and some of the economic development things that are happening, and Ms. Ainardi reminded everyone that people in attendance typically are not just interested in tourism, but they are also may see this as an opportunity to see what's happening in the region. She said the idea of going up to Sunrise was great, and she was excited about the opportunity since she has never been there, but she was wondering if a Wednesday pre-conference tour and welcoming reception might be appropriate for it. She also mentioned the possibility that ski season might still be open in April, but she acknowledged that the lodge seems to be open to hosting the Forum. Evelyn Racette briefly interjected an answer that the ski lodge would probably not be open

during the week of the Forum, but would be private to this group only. Ms. Ainardi asked Ms. Racette if the lodge would be open to hosting a welcome reception on Wednesday, because she was concerned about losing people if they move the entire conference on Thursday afternoon. Chairman Cox said that it was her understanding that there was already dinner arrangements planned on Wednesday with the Pinetop Country Club and that those were in place. She said that one of the reasons for suggesting doing it on Thursday afternoon in Sunrise because there were no secured dinner plans on Thursday so they felt it would be a good idea to go on Thursday and to keep the afternoon agenda, but to hold sessions in Sunrise instead of at the Country Club. She also pointed out that Wednesday there was a conflicting Rural Policy Board Meeting that day that would keep a few of the members away.

Michelle Conway, Vice Chair of the Tourism Subcommittee, asked about closing the conference on Friday by offering this opportunity to go up to Sunrise, because, in echoing Ms. Ainardi's concern, she also recommended strongly to not chopping up Thursday. She shared her concern that they would get fewer people than anticipated to Sunrise, which would be a disappointment to all involved. And she felt it could impact the Forum registration over all. She stressed that she loved the idea of going up personally, and she feels it was a great idea, but she is concerned about inserting it into the middle of the only full day of the Forum. She said that she has yet to attend a conference that does that, so she was speaking from typical forum and conference formats.

Steve North commented that, in his personal experience, he attended a tourism forum about 4 or 5 years ago in Prescott, where they did the same thing such as getting on busses and doing tours to different cities in the area. Ms. Conway asked if it was within the Prescott area alone. Then her comment was that she was also concerned about the distance between Sunrise and Pinetop-Lakeside, she asked what the distance was. Ms. Racette responded there are 23 miles between the two locations. Teri Drew mentioned that the Prescott event was a FAM tour, designed to have everything be on the busses, and the communities were all hosted in advance. She then commented that she'd like to have a conversation about how they're doing with the timeline as well as confirmation on the new speakers, names and bios. She also asked for clarification on the dinner and the transportation being hosted. Ms. Racette confirmed dinner and transportation were both hosted.

Paul Watson asked about the Thursday afternoon confirmed speakers, and he mentioned the Bureau of Land Management (BLM) representation and the Four Forest Restoration Initiative (4FRI) and wanted to know where they were on those agenda items. Ms. Drew explained that all have been confirmed outside of the Pinetop Lakeside items that were highlighted. She said that BLM has offered to speak but is not confirmed. She also mentioned that Chairman Cox had let her know that BLM was not ideal for this conference. Ms. Drew then said that the afternoon was intended to hit two marks in the Scope of Work that was approved by the EDC for the Tourism Committee; one of the focus areas out of the CEDS was for forest restoration and recreation. She said the intent was to accomplish those CEDS goals by offering these services. She pointed out that there was plenty of room on the agenda, from 1:15 – 2:45, which would allow the addition of individuals to this conversation. Ms. Drew then asked for clarification about whether we were still inviting these folks to the table, because she was told last week that they were going to be asked to step away. Someone asked who was going to ask the speakers to step away, and Ms. Drew answered that Chairman Cox had asked her to hold those speakers and that we would ask them to step away from the conference. Paul Watson said that came somewhat from him, and he offered insight to why. He said he serves on 4FRI to some extent. Mr. Watson expressed concern with the relativity of 4FRI on the agenda. Concerns included a discussion of readiness and relevance to East White Mountain and lack of partnerships on the east side. Mr. Watson mentioned a separate organization called the Natural Resource Working Group that is doing the implementation and actually getting more forest acres managed than what's happening on the west side. Mr. Watson stated that he was only bringing it up to say that there are some issues there, and looking at it from a tourism standpoint and he asks, "do we really want to spend a lot of time and effort on that?" Ms. Drew felt that was a fair summary, and she mentioned that she did not have any background on that and was happy to make those changes. She reiterated that we want to do what feels right, and that the Tourism Committee was referring to the CEDS goal that talked about 4FRI. She said there was not an intention to do anything wrong or purposeful. Mr. Watson said that it wasn't taken that way. Heather Ainardi commented about the original discussion about the forest came from the CEDS and the discussion was around the fires that happened in recent years, and the rebound that tourism has seen because of the effort that have been made to promote forests, as well as the economic impact that tourism has had, and to highlight the things that have been done. She said she appreciated the conversation and was glad to hear about the White Mountain Stewardship and the Natural Resource Working Group, because those are the kind of things that would really benefit what they are looking at and what the impact of this was, because people want to know some of the things that have happened, to get the message out through marketing as well as to restore and

maintain a healthy forest. Ms. Ainardi said that most everything that was said by Mr. Watson, Mr. North and Ms. Racette about the people and suggestions they had were great, and they fit into the agenda timeline, especially with the marketing and the White Mountain Partnership, who have been active for a long time, and they could fit them into the Tourism Toolbox. That is a resource that the Tourism Subcommittee is responsible for putting together so that they have case studies of what people have done to be successful.

Heather mentioned the outdoor recreation sessions in Show Low could be fit in on Friday morning, citing that she did not need as much time as was allotted to her to speak that morning. She felt that they could work out the speakers in the timeline if they have help in getting them secured. She said that, because of the timeline they have for preparation for the Forum, they should talk more about locations. She also commented regarding the vans in Prescott she didn't feel that they didn't provide enough professional development for her to attend, and she wanted to make sure that they've gotten that professional development education built into this forum that would be of value to anyone that was attending.

Karalea thanked everyone for chiming in on this, and she acknowledges that making changes to the Forum agenda at this point is going to be challenging. She appreciated everyone's flexibility because she feels that everyone wants the Forum to be as successful as possible, and something that provides value across the region. She circled back to the conversation regarding Thursday afternoon or Friday morning trip to Sunrise. Based on the others sharing their personal experiences with conferences, she also shared hers. Chairman Cox said she is not sure that they can keep people overnight on Thursday for what is scheduled on Friday morning, and dinner on their own after 4:30 on Thursday night. She said that, in her opinion, she feels that the people travelling would tend to just go home after the Thursday afternoon session because there is not enough scheduled to keep them on Friday based on her own experience. She said she wants to take advantage of the opportunity for the dinner at Sunrise on Thursday, and asked Ms. Racette to talk a little bit more about what that will look like.

Ms. Racette shared that Sunrise has a fantastic chef with an Apache cultural heritage who could also talk about the travel influences there. She feels that it would be a unique and fun opportunity for everyone. Chairman Cox asked Ms. Racette to go over again the possible afternoon activities as well, and also to re-confirm that the already confirmed speakers for Thursday may be able to be accommodated that, just in a different location. Ms. Racette said that if the group left right after lunch to go to Sunrise, re-group at 2:15 there, do a couple of things outside, such as a chair lift ride for an hour and a half, then convene in one of the lodges for the rest of the afternoon and have the panels meet again, then have dinner. She said that was it in a nutshell as she sees it.

Ms. Ainardi said that she doesn't think that the contract with Pinetop Country Club has been signed as they were waiting on costs. She mentioned she believes that the chef there at Sunrise just recently won a state tourism award. She tossed out the idea of asking if Sunrise would be willing to host the entire forum, rather than moving mid-day. Pinetop Country Club is on hold and has not been finalized, per Teri Drew. Michelle Conway asked Ms. Ainardi if she was suggesting for the whole forum to be moved to Sunrise, and Ms. Ainardi answered that she was throwing the notion out there for discussion, because she still struggles with moving the conference out there mid-day. She was not aware that there was a possibility of going to Sunrise for this Forum originally because one of the Sub Committee's goals was to make sure that they are bringing an economic impact to the communities that are involved with the NACOG organization, and she apologized for not knowing that originally. Ms. Conway said it was an interesting thought, and wasn't witness to there being a forum there previously. She had heard about it through a co-worker that Ms. Drew had spoken to, and Ms. Drew agreed that is an awesome site and offers many activities for participants. Ms. Conway commented that we already know, then, that the facility would accommodate the needs of the Forum as before. Ms. Cox encouraged the discussion to continue. She wanted the others involved in her prior meeting to speak up about the economic impact of the Forum and the importance of keeping it in Pinetop rather than moving it to Sunrise. She also acknowledged that Sunrise is in Apache County, and if that's an issue she wants to acknowledge it up front. Mr. Watson said that it was not an issue, and obviously Sunrise is an economic driver from a tourism standpoint for the whole mountain, and they "live and die" by the conditions of Sunrise in the winter. He said he appreciates the Tourism Committee considering the economic impact of the communities they visit. From that standpoint, having the Forum at the Pinetop Country Club, he feels that to take Thursday afternoon to get out, see the facilities at Sunrise and still have Forum speakers and discussions around tourism is do-able, especially since they are there through dinner anyway. From an economic standpoint, he said he gets it that the idea was for folks to get out into the town to get dinner on their own for the economic benefit of the local restaurants and businesses, but he still feels they could break up Thursday and still accomplish the other things on the conference agenda. He stated that having a brief discussion on the forest and the forest-related tourism industry should not take very long, without getting

into details about 4FRI and White Mountain Stewardship, which, he said, tourism folks wouldn't want anyway. Mr. Watson said, based on the conferences he's attended, a lot of them have tours in the middle of the conference where everyone gets on busses and tour the area sites, companies and services. He said he feels if they do Thursday it will keep them captive to stay overnight to Friday.

Ms. Racette commented that, in terms of moving the Forum to Sunrise, it would be do-able, but she thinks it would be more beneficial economically to stay within Pinetop-Lakeside, as they have a bed tax. She said she also sees the value of people eating out on Thursday night in Pinetop Lakeside as opposed to going to Sunrise Thursday, but that doesn't mean that they aren't going to stop at restaurants throughout their time in Pinetop-Lakeside to get coffee before the conference or something along that line. She stated that she understands the idea of moving the whole conference, but she is biased toward keeping it at Pinetop-Lakeside.

Teri Drew interjected another option of possibly adjourning at 3:00 on Thursday, and heading up to Sunrise on the busses. She wanted to thank them for securing transportation, as one of her big concerns was having people caravan for an hour's drive. She reiterated how she feels that the dinner and the activity opportunity is awesome. She said that part of the problem she was concerned with was that there are 3 primary speakers up until noon, and this may abate their plans. Their availability to continue to participate if the Forum moves the location may or may not be impeded. She spoke about Debra Johnson of the Arizona Office of Tourism wanting to be aware of the agenda before confirming, so Ms. Drew feels compelled to share the revisions with her and is not certain what the outcome of that would be. She said the other thing was to possibly adjourn at 3:00 and take everyone up to Sunrise for fun and dinner, after the afternoon speakers.

Chairman Cox asked if there were any comments. Heather Ainardi commented that the Tourism Subcommittee works for the EDC, and that she was hearing very strong support from the EDC and community for moving the conference mid-day on Thursday, and with the busses it makes the move much more possible. She said that she is not hearing any changes to Wednesday introductions. She said that she hears a general consensus on the agenda for Thursday, because some speakers that have been confirmed at different times that may need to be adjusted. She said that she is aware of some that were driving out just for the day because they don't have the per diems to be able to stay overnight to be a speaker later, so she wants to make sure they have the opportunity to speak. Ms. Ainardi then asked if she could go through the Thursday afternoon changes as she is hearing them:

Thursday April 14:

- Welcome and Introductions – Heather Ainardi will make sure that Karalea Cox has an opportunity to speak as well as the Town Manager of Pinetop-Lakeside at the Pinetop Country Club
- Morning Presentations:
- Tourism Subcommittee from 8:30 – 10:00 – talk about the Tourism Subcommittee and the overall NACOG region concept – the objective there would be during the Economic Impact to eventually have someone from the Pinetop-Lakeside or White Mountain Partnership included in that section
- Break
- Invited Speakers from the State
 - Arizona Office of Tourism
 - Arizona Commerce Authority
 - Arizona Lodging and Tourism Association
- Lunch
- After lunch, board busses at 1:15 and go to Sunrise, assemble at 2:00 or 2:30
- 2 hours of outdoor activities
- 4:00 – 5:30 session reconvene – combining 1:15 session and 3:00 session

- Off-road regulations with the Coconino National Forest, which was an allotted in the tourism activities on the National Forest lands
- Joe Bayne from the Prescott Forest, an active collaborative on city and forest activities presentation. Ms. Ainardi commented that she felt this was very relevant to tourism.
- Four Forest Restoration Initiative – Ms. Ainardi said that she was hearing that 4FRI is not viewed as relevant. Mr. Watson interjected that he did not know that it's not relevant, just that the parts that are relevant are minimal. Michelle Conway asked if the 4FRI presenter was confirmed. Teri Drew mentioned that everyone who was not highlighted on the agenda was confirmed. Ms. Ainardi stated that the speaker for 4FRI would have to be notified that this adjustment was being made.
- (Tourism case studies may be moved to Friday to make that morning more relevant in keeping people there overnight, and Ms. Ainardi stated that they would have to re-confirm that those speakers can make it. Dustin Woodman would be the only person involved in that who would need to change his overall plans. Ms. Drew said that Page did not confirm, so at this late date they would have to take Page off the agenda and we could replace with the Navajo recommendations
- Dinner at Sunrise then back to Pinetop Country Club where people could disperse to their night accommodations.

Friday April 14:

- Community Tourism Case Studies
 - White Mountain Partnership, and/or
 - Outdoor Recreation at Show Low
 - National Geographic in Verde Valley Partnership
 - Bob Hall from Navajo County
- Tourism Toolbox - Quick tips and trips to put on the NACOG website for people to go to and find resources for areas in the NACOG region
- Conference adjourns before lunch.

Ms. Ainardi asked if she had captured everything that had been discussed. She asked for discussion on whether this is possible in the timeframe they have, considering that the Forum is currently scheduled for mid-April. Ms. Drew added that it leaves 5 weeks at this point. Chairman Cox spoke for Evie and Steve that Sunrise is on board and confirmed, and Steve North has confirmed with the spokesperson from Outdoor Sports and Recreation. Chairman Cox asked Paul Watson about some email exchange she saw from the tourism marketing groups that he thought could be there. He answered that his agency, DW360, had been asked about Thursday, not Friday morning, so he said he'd try to confirm them for Friday, feeling they could make it work. Chairman Cox asked for clarification on what she thought Ms. Ainardi had said about adding them to the panel on Thursday morning before going to Sunrise. Ms. Ainardi confirmed that they were part of the Economic Impact portion of the Thursday morning agenda. She said that there was also possible space during the Sunrise session from 4:00 to 5:30. Chairman Cox asked Mr. Watson if that helped. Ms. Drew asked about a lunch speaker on Thursday, that it had been mentioned about possibly plugging someone in there. Mr. Watson said that they wouldn't be focusing so much on the Economic Impact side of things but would be highlighting some of the things they are doing from a promotion standpoint, and doing that during lunch could be good. Chris Fetzer interjected that could set the stage for the whole afternoon. Ms. Ainardi asked if that was the White Mountains Marketing Partnership, and Mr. Watson clarified that there were two agencies Digital Wire (DW) 360, the advertising and promotion agency for the White Mountain Partnership, and the group called Larry John Wright is the marketing and public relations firm for firm for the town of Pinetop-Lakeside. Mr. Watson asked Evie Racette if she had confirmed them yet. She answered that she had sent an email, but they were out of the office. She said that she has no doubt that they can make it. Ms. Conway asked if they were going to ask both agencies to take that lunch time slot or would they need to find a spot for one of them somewhere else. Mr. Watson said they were suggesting that they would

both be fine to share that time. Ms. Ainardi asked if, once they are confirmed, they will reveal what they will be presenting, such as a case study for how they're promoting the White Mountains and Pinetop-Lakeside. Mr. Watson said yes, that would be it. He also said both are getting ready to launch their spring/summer campaign, and it would be a good opportunity to highlight some of that.

Ms. Ainardi asked if there was any other input regarding the adjusted/amended agenda. Michelle Conway commented that they need a Pinetop Lakeside Economic Impact panel member, and wanted to know who that would be for the Thursday morning panel. Evie Racette said she could do it, because she feels she knows what the impact is. Ms. Conway said there would be about 10-15 minutes for each panel member to talk about the tourism impact of the community, and also to give a visitor profile. She said it should be a research driven, economic impact driven panel. She also hopes to have an opportunity to take questions during that time period as well. She thanked Ms. Racette for volunteering. Mr. Watson asked Steve North if he could tag team with Ms. Racette for the Show Low area, he said he could. Mr. North commented that he didn't hear if they were going to do the Show Low Outdoor Recreation Effort, Heather Ainardi said yes, she felt it was a great session to have, and it would probably on Friday morning, under the Tourism Case Studies. Ms. Drew asked what the Outdoor Recreation Effort was going to be – a tour or a discussion about tour. Mr. North answered that it would be a discussion, and he said the highlight would be a Recreation Resource Management, run by Trisha Speer, who manages the various campgrounds in the area. She also moonlights at a local lake where she rents kayaks and paddleboards. He said she has some interesting things to share. Ms. Drew asked for clarification on when this would be presented, and Mr. North said it would be on Friday morning. Heather added that, not having anyone from Page, this would be the outdoor recreation case study they need. Ms. Ainardi asked if Ms. Speer could provide ahead of the Forum some input to the Tourism Toolbox, and Mr. North said he'd be meeting with her on Friday and will get in touch with Ms. Ainardi.

Ms. Ainardi asked Ms. Drew and Mary Brickman if they had been able to track some of the changes and put it into agenda form for the Committee to see. Ms. Drew said that she needs more from her, but they are trying to capture everything and will re-draft agenda by Monday or Tuesday of next week, because it sounds like all of the confirmations won't be done before then. Ms. Ainardi informed the group that she and Ms. Conway will be bringing the new agenda to the Tourism Subcommittee for approval next week. She asked the EDC Executive Committee if they needed to take action on it as well. She also requested help with registration, because they would not be able to get the registration out until the week after. Ms. Drew added that only leaves 4 weeks advance notice if it goes out next week, and only goes downhill after that, to 3 weeks. She asked Chairman Cox if they could hear from the Executive Committee, because they are called to order and she didn't know if that had been offered.

3. Member Comments

Chairman Cox asked for comments from Rich Bowen. He said everyone is doing a good job, and thanked the Tourism Committee for their willingness to work to this. He said he felt their challenge has been making sure they had good guidance, which he feels they got today. Ms. Racette interjected that she needed to go and thanked everyone for the opportunity to be on the call. Chairman Cox thanked Ms. Racette. She also thanked Mr. Bowen for his comments, and echoed that she thanked everyone for their willingness and flexibility to make this work. She said that she liked what Ms. Ainardi suggested in making the agenda, and that she needed to discuss with the Executive Committee, as she did not want to make this seem "heavy-handed". She said that she wanted the Tourism Subcommittee to know that 1) they want to support and help them, but 2) the recommended suggestions and changes to the agenda are supported by the Executive Committee. She did not know if a formal recommendation needed to be made, unless Ms. Ainardi and Ms. Conway want to take that back to the Subcommittee. Ms. Drew said that the biggest issue was that most of the speakers are Tourism Subcommittee members, and she thinks that giving them the knowledge and information that was discussed. Chairman Cox agreed, but said she didn't know if she wanted to put it out as an official recommendation that feels heavy-handed. She would rather that it came across as the Executive Committee made a few changes and a few amendments, and they appreciated everyone's participation and representation, and willingness to serve and do this, but it was discussed today between the two committees and came up with what they think is a more robust agenda that represents Navajo County a little bit more. She re-stated that she doesn't know if it has to be a formal recommendation that they vote on. Ms. Ainardi said that the Tourism Sub Committed created the agenda and voted on it. She said that, for purpose of record, they would have to make another vote to change it. Mr. North apologized that he was having trouble hearing and asked for clarification of the agenda for Friday. He asked if they were talking about moving the Tourism Case Studies to Friday morning and eliminating the Tourism Toolbox session. Ms. Ainardi answered that they were recommending keeping the Tourism Toolbox after the

Case Studies, since that part is going to be added to the NACOG website, and adding the case studies to Friday to make it more robust. Chairman Cox then deferred to Teri Drew and Chris Fetzer, and perhaps to the Executive Committee to see how formal this needs to be. Ms. Drew said that the minutes become a matter of public record and being transparent is advisable. She said that the Tourism Sub Committee, who has been working on this forum for several months need an opportunity to support the changes, seeing as most of them are speakers. **Mr. Watson made the motion that, based on the conversation that the EDC Executive Committee had with the leadership of Tourism Committee, the EDC Executive Committee recommends the adjusted schedule and time frame for the Tourism Forum as has been discussed jointly and that the EDC Executive Committee expressed gratitude for the ability to meet together with the two groups and discuss this issue.** Ms. Drew said that sounded very cordial. **Chairman Cox asked for Mr. Bowen to second, which he did. Chairman Cox called for a vote. The motion passed.**

Chairman Cox again expressed appreciation to Heather Ainardi and Michelle Conway for their flexibility and willingness to have this discussion and she offered the support and assistance of the Executive Committee. Ms. Ainardi also expressed appreciation for all of the assistance from the Executive Committee and the guests that participated, especially Evelyn Racette and her contacts at the Sunrise Resort that facilitated the transportation and in keeping the cost of registration low and the dinner at Sunrise. Ms. Ainardi asked that, as registration comes out, that the Executive Committee would all garner support and hopefully get all of their communities out to take part in the valuable Forum. Chairman Cox gave a commitment to assist in promoting the Forum as much as possible. Mr. Watson also expressed the appreciation for the conversation and making changes. He asked about the anticipated participation, and Ms. Drew answered 60-70 is usual. She then asked for clarification on whether the White Mountain Regional Chambers is separate from the other groups mentioned. Mr. Watson said that it is separate, and the individual who has been representing them, Becki Christensen, has not come to the White Mountain Partnership meetings regularly, although she has come to some. Ms. Drew wanted to make sure that the White Mountain Regional Chambers would still be participating. Mr. Watson said that yes, that would be fine. Chairman Cox called for any comments from Chris Fetzer. He thanked everyone for the great conversation and their willingness to come to the table and collaborate on coming up with something that will be a win for the work of the EDC and Tourism Committee, as well as those hosting.

4. Public Comments

Chairman Cox called for comments from the Public. There was no public comment.

5. Adjournment

Chairman Cox called for a motion to adjourn, **Richard Bowen moved and Paul Watson seconded. The meeting adjourned at 3:21.**