

**Northern Arizona Council of Governments  
Economic Development Council  
Tourism Sub-Committee  
Thursday, June 9, 2016 at 9:00 AM  
TELECONFERENCE CALL**

<b>Members:</b>	<b>Absences</b>	<b>Staff:</b>
Dr. Susan Johnstad, Chairman	0	Teri Drew, Regional Director
Michelle Conway – Vice Chairman	0	Julia Sawyer, Executive Assistant
Heather Ainardi	0	Angela Devine, Administrative Specialist
Matthew Williams	0	
Don Prince	2	
Shelly Reidhead	4	
Judy Franz	5	
Coral Evans	1	
Becki Christensen	2	

Board Members present: Susan Johnstad, Michelle Conway, Heather Ainardi, Matthew Williams  
A Quorum was present.

**1. Call to Order/Welcome**

Dr. Susan Johnstad called the meeting to order at 9:03 A.M. She thanked everyone for making time to attend. Chairman Johnstad offered some of her background information including stating her recent appointment to the Committee last week at the NACOG Economic Development Council (EDC). Special thanks to Heather Ainardi and Michelle Conway for helping her to get situated in the new role. Introductions, current location of members and professional role within the Committee were made for Matthew William’s benefit as he has not met anyone yet.

Matthew Williams gave a brief introduction including his relocation from Georgia and his services as the Community Services Manager for Pinetop Lakeside, overseeing their Parks and Recreations, Non-Profit and Public Relations divisions. He is In the process of getting on the NACOG Economic Development Council. Teri Drew welcomed him and followed with an introduction of herself and the attending NACOG staff.

Vice Chairman Michelle Conway asked who was missing from the call and the members not in attendance were named. Discussion followed with new membership list, and phone meetings and protocol for meetings by Susan Johnstad. Members were asked to identify themselves as they speak. Heather Ainardi commented on the challenges in attendance at the phone meeting and emphasized that the in person meetings are very productive in comparison. Teri Drew discussed the need to have and maintain phone access for members who cannot travel. Further discussion followed regarding upcoming Tucson round table meetings, start times (9-11 AM Media and research, 1-3 PM Trade and Marketing) and fitting in an 11:15 lunch meeting to discuss Committee action items. Reservations will be made at a restaurant within the conference center to facilitate the meeting scheduled for Monday July 11 at 11:15 AM at Westin

La Paloma Resort and Spa, Tucson. In a discussion of round table procedures, Michelle noted for Mr. Williams benefit that there are smaller “roundtable” discussion groups prior to the 3pm registration time of the Governor’s Conference. Mr. Williams would like the agenda for these round table discussions and Ms. Conway will provide him with the requested information.

**2. Approval of the Minutes for Sedona Meeting May 12, 2016**

Chairman Susan Johnstad called for a motion to approve the minutes. Heather Ainardi moved to approve the minutes, seconded by Matthew Williams. Motion passed unanimously and the minutes were approved.

**3. Chairman’s Report**

• **Goals as New Chair**

Chairman Susan Johnstad opened by thanking Heather Ainardi again for jumping in and covering as chair last year. Susan Johnstad mentioned that she is not coming in with a tourism industry background. She sees her role as chair as being one of facilitation and communication. She encouraged contact with her for suggestions and questions. Her desire is for the Committee to be participatory and productive.

**EDC Recommendations – Scope of Work**

Chairman Susan Johnstad requested Heather Ainardi review the Committee’s Scope of Work. Ms. Ainardi reviewed the report to EDC:

- 1) Membership – the new appointments to the Committee were made, those appointments being Dr. Susan Johnstad as Chair, and Councilwoman Coral Evans, and Matthew Williams;
- 2) The Committee introduced the Tourism Scope of Work to the EDC. It was approved as recommended by our Committee.

**4. Membership Updates**

• **EDC Executive Committee Appointments**

Chairman Johnstad reiterated that some of the members present today were also at the EDC Executive Committee meeting on June 2, 2016. New members were appointed to include herself, Coral Evans, and Matthew Williams, and the Committee is happy to have new membership and additional participation.

Chairman Johnstad further discussed how the Committee is still one member short in Navajo county. Our goal is to have at least two members from each of the NACOG participating counties. Matthew Williams will look for someone qualified for the position in Navajo county possibly from the Chamber for Visitors Bureau per Teri’s direction. As we move closer to the forum, we will need Mr. William’s assistance in obtaining active participants from the community to participate in the 2017 Forum planning.

Heather Ainardi will reach out to Joyce Ligenfelter from the Flagstaff Convention and Visitor’s Bureau to join the Committee. Teri Drew noted that we would welcome Joyce to the Committee and either Heather or Coral could reach out to invite her onto the Committee. She would need to send a resume and a letter of recommendation.

## 5. **Tourism Page of Website**

Vice Chairman Michelle Conway opened the tourism website discussion by referencing the presentation she made to the EDC in June of the concept, status and the goals of the website project. The Committee will expand on the page on the NACOG website. Our Committee is promoting this page and concept as a resource for tourism to our communities within the 4 counties. Bios and headshot links of all members, including those newly appointed will be included, as well as a tourism toolbox, which will include tourism and marketing quick tips. There will also be education resource links, presentations and conferences, and tourism trends local, regional, and national on the site. Ms. Conway would like the page to be launched in August so it may be presented to EDC. She would also hope to compile regional case studies. Each region has different success stories and if they can be shared, it will give them credibility to see what works and what doesn't work in each community and will act as best practices. Some of the case studies can be obtained from the Arizona Office of Tourism and the Arizona Tourism and Lodging Association, as they may have some things they can add. Teri Drew agreed with putting the question out and having people respond. Other suggestions for the site included having a link to upcoming conferences, as well as a section for the community to ask questions and Teri Drew suggested including the expertise of each member on the bio page to streamline the questions. Ways to market the website were discussed including possible press releases or email blasts to EDC. The website will be added to July's agenda for further discussion.

## 6. **Member Comments**

### • **Items for Next Agenda**

Chairman Susan Johnstad summarized our EDC meeting outcome and noted four areas that were agreed to be complete by the August meeting. The 4 areas are timing, location, duration and focus of the Tourism Forum. The results being as follows:

- Fall 2017 (1<sup>st</sup> first week October)
- Location –Pinetop Lakeside; Rural policy development forum is also going to be hosted there in August. We need to make sure we are getting participation from the communities. Discussion as to if we should pursue readiness agreement (possible MOU or IDA), something that holds people accountable. We will also need to bid for the forum host.
- Duration – 1.5 to 2 days.
- Focus- The tourism subcommittee tries to focus to align the tourism forum with items from the Northern Arizona Council of Governments Comprehensive Economic Development Strategy (NACOG CEDS) documents in terms of what they are trying to accomplish. Additionally the focus of the conference should be inclusive of tourism across Northern Arizona, a broad and inclusive look at best practices, bringing in subject matter experts, in areas like tourism marketing, and awareness of how tourism tax dollars are improving communities in areas such as education. The EDC has asked the Committee to come up with the 2 day agenda for the forum and present it at the Executive meeting in August. Susan Johnstad would like to finalize the agenda at the July meeting.

Teri Drew reiterated, and Heather Ainardi agreed as to how the tourism Committee would like the respect that once the agenda is approved by the EDC, the Executive Committee members will either join the tourism Committee or stand back and let the tourism Committee take the

reins and plan the conference moving forward. Heather also mentioned the importance of an advocacy portion.

Vice -Chairman Michelle Conway echoed a comment Rich Bowens, member of the EDC, made at the EDC Executive meeting that we should focusing on what we need to do to increase tourism rather than what the value of tourism is since we already understand that. Sedona for example has resorted to seasonal marketing due to their success in tourism having a negative impact on the residential community. Teri Drew mentioned the need for discussion, possibly panel discussions, from other communities on how they deal with things like traffic. Chairman Johnstad requested the draft agenda from the Spring Forum which did not take place be sent to all parties and would like the members to reply to her with comments on same.

Vice-Chairman Conway gave a brief overview of Sedona Verde Valley Tourism Council (SVVTC) and stated the reasoning behind their formation 10 years ago was to take advantage of the matching funds program. She also indicated how a big part of the SVVTC focus is its support of conservation, mainly the Verde River and its tributaries, and other public lands. SVVTC's website allows them to generate funds for conservation. The website is [www.Sedonaverdevalley.org](http://www.Sedonaverdevalley.org). There was a brief discussion of the partnership opportunities for businesses on the website, and Teri Drew suggested sending a letter introducing the SVVTC to the Committee members and the Committee can discuss it at a future meeting. Teri Drew suggested also for the next meeting that Matthew Williams discuss the Navajo County Consortium.

**7. Public Comments**

Chairman Johnstad called for public comments.  
No public comments

**8. Adjournment**

Chairman Johnstad called for a motion to adjourn the meeting. Heather Ainardi made the motion to adjourn and seconded by Matthew Williams. The motion passed unanimously and the meeting was adjourned at 10:16 AM.