

**Northern Arizona Council of Governments  
Economic Development Council  
Tourism Sub-Committee  
Monday, July 11, 2016 at 11:15 AM  
Azul Restaurant, Westin La Paloma, Tucson**

| <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               |  |
| Judy Franz                      | 6               |  |
| Coral Evans                     | 2               |  |
| Becki Christensen               | 2               |  |

Board Members present: Susan Johnstad, Michelle Conway, Heather Ainardi, Matthew Williams, Don Prince, Becki Christensen

Staff Present: Teri Drew

Public: Ginger Johnson

A Quorum was present.

**1. Call to Order/Welcome**

Dr. Susan Johnstad called the meeting to order at 11:20 A.M. She thanked everyone for attending. Introductions were made around the table and copies of the Agenda, and the Minutes from June 9, 2016 meeting were distributed to members who had not previously received copies of either document.

**2. Approval of the Minutes for June 9, 2016 Teleconference**

Chairman Susan Johnstad called for comments and a motion to approve the minutes. Michelle Conway moved to approve the minutes as presented, seconded by Matthew Williams. Motion passed unanimously and the minutes were approved.

**3. Chairman's Report**

Chairman Susan Johnstad opened by mentioning her background is not in tourism, however this may be a strength with respect to her new role, which is to support all communities and Committees. She also stated her involvement as Vice President of Northern Arizona University (NAU), in helping to support Economic Development and Workforce Development in the region.

#### 4. **Director's Report**

- **Forum Discussion**

Teri opened the discussion beginning with discussion of the current timeline.

- ❖ **Timeline**-Heather Ainardi suggested the Forum take place October 11-13, 2017, which is a Wednesday through Friday. Ms. Johnstad will check to confirm there are no competing events taking place those dates. Assuming there are no similar events taking place, the next step would be creation of a Save-the-Date advertisement for January, 2017 circulation three to four times. The registration notices should be sent out in July, 2017 at least two or three times. Additionally, the core speakers need to be identified by December, 2016, and confirmed by March, 2017. The Committee was provided with copies of the 2016 Forum and asked to review and edit for use with the 2017 Forum.
- ❖ **Agenda**-Susan reviewed the items currently on the Agenda for the forum. Committee can check with the ACA and AAED as well as the Arizona Office of Tourism for other events. The focus should be on what is needed for tourism, not what tourism does for our region, which would move towards advocacy.

Following a discussion about marketing materials, Susan suggested reaching out to Northland Pioneer College and Northern Arizona University for possible assistance with design materials for the forum.

Ms. Drew mentioned that the EDC has requested a draft agenda by the August 4, 2016 meeting. Teri noted that the draft should include a list of the proposed daily discussions and events. Some ideas for Wednesday included registration, check-in and perhaps at 5:00 PM reception performance with either the Cowboy Poets, or the Navajo dancers. Thursday would be a day of group sessions, and Friday the Sunrise experience which includes free transportation to Sunrise Ski Resort and a free meal as presented for the 2016 Forum. The Committee preferred Friday for several reasons suggesting the closing speaker actually be at Sunrise with a zip lining option. Becki Christensen or Matthew Williams will contact Sunrise to discuss options.

- ❖ **Agreements** – Teri reminded the Committee that we need to bid on a venue and they should be contracted by either December, 2016 or January, 2017. The venue should be able to host approximately 90-125 attendees. Matthew Williams offered to work out agreements with Pinetop venues and have the Chamber of Commerce participate with the Committee as well.
- ❖ **Sponsors** – Teri Drew turned the discussion to sponsorships for the forum noting that there was only one sponsor for 2016. She encouraged the Committee to seek out those sponsorships starting now. She noted our goal is to cover expenses and hopefully bring in enough funding to consider a “mini-grant”. The mini-grant would be for NACOG communities and could include tourism projects. It was suggested that the grants be awarded on Friday and include “You must be present to win” language.

Teri noted that sponsors need to be identified by June or July so they are recognized on the registration information. Teri Drew offered a suggestion to partner up with AZTL & AOT for a Northern Arizona event and she will reach out to them both.

- ❖ **Budget-** Teri Drew suggested the Forum start with a budget of \$4000 with a goal of bringing in \$10000 to the table for mini-grants. Heather Ainardi asked for confirmation that sponsorships would go to mini-grants, and Teri Drew confirmed that they would, however our expenses would need to be covered first.

The Director's report concluded with a general discussion regarding the focus of the forum. The Committee discussed ideas for topics such as "what is the need for tourism", "what if there were no tourist", "what is expected of tourism", "what if we lost or didn't invest in tourism", "what if there was no money to support tourism", "economic impact ideas and the impact of not contributing to tourism", and "why it is so important". It was suggested to invite members of the EDC to discuss the answers to these questions. Susan will follow up with the EDC.

## 5. **Web Site update**

- **Status of Tourism bios submitted for NACOG Website**

Vice Chairman Michelle Conway reminded the members who had not previously submitted bios and/or headshots to do so. Members were supposed to submit at least one Quick Tip prior to today's meeting, however none were received. Michelle will send out an additional request for Quick Tips, as well as sample case studies to be received by July 22. She noted the Committee may end up using the Quick Tips and Best Practices on file as a start. She confirmed with Heather that she would include her Quick Tips and Heather agreed. The website is supposed to go live by the end of the month, and Michelle Ainardi will host a demonstration of the site at the next EDC meeting August 4, 2016. Michelle noted she may have a conflict, therefore Heather and Susan offered to fill in as needed.

## 6. **Overview of Navajo County Chamber and Navajo County Consortium**

Due to time restraints, this topic was not discussed and was deferred to the next meeting.

## 7. **Agenda Items for next Meeting**

- Mini grants
- Matthew's presentation on Navajo County Chamber and Consortium
- Sector Strategies Discussion
- Update on the EDC Presentations
- Welcome Brian Bressel to the Committee
- Retreat discussion when/where/what and the possibility of Ginger Johnson facilitating the Retreat
- Forum Planning – assignment check-in

**8. Member Comments**

Heather Ainardi opened the discussion by mentioning she has not had an opportunity to reach out to Joyce Ligenfelter from Flagstaff for membership on the Committee but will do so shortly. Additionally, with respect to membership, Becki Christensen nominated Brian Bressel, General Manager of Sunrise Ski Resort and employed by the White Mountain Apache Tribe, to the Committee to replace Shelly Reidhead for Apache County representation. Heather Ainardi moved for a motion to approve his membership, seconded by Don Prince. Becki will contact Mr. Bressel for a bio. Decision to vote on membership was by a majority vote.

**9. Public Comments**

Chairman Johnstad called for public comments.  
No public comments

**10. Adjournment**

Chairman Johnstad called for a motion to adjourn the meeting. Heather Ainardi made the motion to adjourn and seconded by Michelle Conway. The motion passed unanimously and the meeting was adjourned at 12:49 PM.