

**Economic Development Council
Tourism Committee Meeting ♦ November 17, 2016**
Teleconference

Members:			(Absences YTD)	Members:			(Absences YTD)
Adams, Sharon	Absent	3		Bressel, Brian	Absent	2	
Christensen, Becki	Present	0		Conway, Michelle	Absent	1	
Evans, Coral	Absent	5		Franz, Judy	Present	7	
Johnstad, Susan	Present	1		Prince, Don	Absent	4	
Williams, Matthew	Absent	1					

Guests: Richard Heath, Executive Director, NAU Prescott Valley Campus
Steve North, Business Development Coordinator, City of Show Low

Staff: Julia Sawyer, Executive Assistant

1. Call to Order/Welcome/Introductions

Chairman Susan Johnstad called the meeting to order at 10:00 AM and welcomed everyone. She asked for introductions and requested each person to note whether they are a voting member or not. Some discussion followed regarding members that have not yet been qualified as voting members, due to either absence or ratification of the Committee for voting purposes. There was not a quorum present. Chairman Johnstad noted that she wants to move forward with the agenda as information only, and with an email vote prior to the next meeting.

2. Approval of October 27, 2016 Minutes

Chairman Johnstad asked for review and comments regarding the October 27, 2016 minutes, however they will not be voted on for approval. Hearing no comments, she moved to the next agenda item.

3. Chair’s Report

• Membership Considerations

Chairman Johnstad discussed membership consideration of Cyndie Shafstall, a potential member recommended by Becki Christensen. Chairman Johnstad noted that Ms. Shafstall’s resume had been distributed to the Committee via email prior to the meeting. She asked Ms. Christensen to share information about Ms. Shafstall. Ms Christensen spoke highly of Ms. Shafstall’s work in the White Mountain area, specifically with the 4 Chambers of Commerce in the White Mountains, noting that she had recently completed the “Money on the Mountain” event, and also noted that Matthew Williams had also sent an email recommending Ms. Shafstall for membership. Ms. Christensen made note of the fact that Ms. Shafstall is currently gathering data that will help the White Mountains with social media, etc. Chairman Johnstad added a comment regarding Mr. William’s noting in his email that Ms. Shafstall speaks internet language, which would be a great technical and marketing assistance going forward. She noted that these would be great skills to utilize for Forum planning and committee work. Chairman Johnstad remarked that we would not vote on this membership, and she asked Executive Assistant Julia Sawyer about if voting via email, to which Ms. Sawyer replied that emailing recommendations may be considered for the next Economic Development Council meeting.

Chairman Johnstad suggested the committee email their recommendations for Cyndie Shafstall and Rich Heath committee membership, and to discuss again at the next meeting. She asked Mr. Heath to submit his resume to Ms. Sawyer for distribution to the committee members. Chairman Johnstad set a deadline of

close of business on Monday, November 28, 2016 for email vote recommendations following receipt of Mr. Heath's resume. Ms. Sawyer mentioned for clarification purposes the EDC requirements for membership maintenance, noting that a member that has been absent for 3 consecutive meetings in a year, or more than 50% of the regularly scheduled meetings, is considered to have tendered his or her resignation. She did note that this does not automatically remove the member, but a process is initiated to proceed toward removal. The Tourism Committee follows the same procedure as the EDC, and the recommendation for removal would come from the Tourism Committee Chairman to the EDC chairman. Ms. Sawyer then noted those members of the Tourism Committee that meet removal criteria: Sharon Adams, Coral Evans and Don Prince. Chairman Johnstad recommended that she coordinate with Ms. Sawyer in reaching out to these members. Judy Franz expressed concern regarding her membership status, as she missed several meetings due to events in the City of Page, including the loss of their tourism director and the time constraints it placed on her. She expressed a desire to stay on the Committee now that the issues in Page have leveled out somewhat. Ms. Sawyer remarked that since the removal process had not taken place regarding Ms. Franz, she remains a member of the Committee.

4. Forum Discussion/Action Items

Chairman Johnstad again noted that we would not take action today on these items in absence of a quorum, and asked the committee to send email recommendations to Julia.

There was a brief break in communications due to the loss of the phone line.

- **Finalize Forum Dates**

Discussion followed regarding moving the dates for the Forum to the last 2 weeks of September for the purpose of enjoying the fall colors at their peak. Dr. Johnstad remarked that, prior to taking a vote on the dates, the 2 venues being considered must first be contacted to see if a change in dates is feasible. She called on Mr. Heath to follow up with Ms. Sawyer on content of the email to Committee membership regarding their votes on the alternate Forum dates, and she also asked him to first follow up with the 2 venues to confirm about the dates, which are September 20-22, 2017, September 28-30, 2017, and October 11-13, 2017.

- **Select Venue**

Chairman Johnstad moved to the venue discussion prior to voting on the dates. She summarized progress to date for those who missed the last meeting, noting that there are 2 bids on the table – the Pinetop Country Club and Torreon Golf Resort, and that the 2 are comparable in price and inspaces and food options. Discussion followed regarding sleeping rooms available. It was determined that both venues have sleeping rooms available. Chairman Johnstad asked Mr. Heath to follow up with Pinetop Country Club regarding capacity in meeting rooms, and clarify with Torreon as well. Chairman Johnstad asked Mr. Heath to put the options side-by-side for presentation to voting members via email. She noted that the decision needs to be made within 2 weeks in order to make recommendation to the EDC at the December 1, 2016 meeting. She noted that the email should go out tomorrow or Monday morning, and voting members should submit their votes on the proposed dates and the venue by the close of business on November 28, 2016.

- **Assignments**

No discussion followed.

- **Review Checklist**

Chairman Johnstad thanked Rich Heath for formulating a clear checklist and a conference mission statement for keeping Forum planning moving along. She asked Mr. Heath to share the checklist with the Committee. Mr. Heath verbally outlined the goals to be achieved in the month of December as follows:

By December 2016:

- _____ Confirm meeting dates
- _____ Determine fiscal agent, along with method and process for payments
- _____ Finish bidding and book meeting site (rooms and conference room(s))
- _____ Confirm number of rooms available, room rates, meal rates, refreshments, and technology expenses
- _____ Obtain necessary agreement/contract signatures
- _____ Technology rates
- _____ Determine objective of the meeting and develop program and budget outlines
- _____ Set sponsorship levels and overall fundraising goal
- _____ Set registration fees for options for days attending, meals, and extra events
- _____ Identify partner organizations (i.e. Arizona Department of Tourism)
- _____ Determine if and how much exhibitors will be charged

Chairman Johnstad noted that at the next meeting she wanted to nail down more logistics for the Forum. She suggested that the checklist be sent out after the Dec. 1 EDC and prior to the December 15th meeting, and that the assignments and theme be added to the checklist for next meeting.

5. Agenda Items for Next Meeting

Chairman Johnstad began a discussion about where to meet for the next meeting, suggesting either Prescott or Sedona. It was suggested that a more central location would be Flagstaff. Chairman Johnstad noted that NAU would not be available for that meeting due to graduation, but she may be able to see if a conference room on campus would be available. Chairman Johnstad asked for further comments, there were none.

Chairman Johnstad summarized the agenda items to be included for the next meeting as follows:

- Solidifying the voting membership roll
- Identifying recommendations to the EDC for venue and dates
- Move forward with checklist, assignments and theme for the Forum

6. Member Comments

Chairman Johnstad called for member comments. Ms. Franz noted that she has received several donations from Forever Resorts in the City of Page for the Forum, including a boat tour, a Scott Canyon Tour and a ½ day float trip. She asked who to direct those items to, and Chairman Johnstad recommended that this would be included on the agenda for December for assignments, and a committee would be designated at that time.

7. Public Comments

Chairman Johnstad called for public comments, there were none.

8. Adjournment

Chairman Johnstad recapped briefly upcoming tasks for the next two weeks and thanked everyone for their attendance, **then adjourned the meeting at 11:00 AM.**