

**Northern Arizona Council of Governments
Economic Development Council
Tourism Sub-Committee
February 11, 2016 10:00am
Conference call**

Members:	Absences	Staff:
Sharon Adams – absent	3	Teri Drew, Director
Heather Ainardi – present	0	Mia D’Amato, Administrative Staff
Michelle Conway – Vice-Chair-present	0	Mary Brickman, Administrative Staff
Lee McMichael, Chairman- present	0	Judy Gonzales, Administrative Staff
Don Prince – present	0	
Shelly Reidhead – present	1	
Judy Franz - absent	*2	
Becki Christensen – present	1	

* indicates an excused absence

1. Call to Order/Welcome

Chair McMichael called the meeting to order at 10:03am and attendance was taken.

2. Approval of the Minutes for January 14th, 2016

Chair McMichael called for a motion to approve the minutes for the January 14th, 2016 meeting. Heather Ainardi made a motion to approve the minutes and Michelle Conway seconded. The motion passed unanimously.

3. Chair’s Reports

Status of Tourism’s bios for NACOG website

Michelle Conway, Vice Chair, stated that she received all of the bios, but was missing headshots for Heather, Sharon and Shelly. Michelle still needs three case studies from the Committee. Michelle made a motion to have the page up without the case studies. Teri Drew suggested that the SOW also be loaded on the website, Heather made a motion to approve and Shelly seconded the motion. The motion passed unanimously.

Review and approve Forum agenda

Teri Drew opened up the Forum agenda concerned with more Navajo members, Holbrook, Winslow and Heber Overgarrd Chambers to join our committee. The evening of Wednesday, April 13th at 5:30 p.m., we are looking at a BBQ Reception. A budget was put together and snacks can be brought in to lower our costs. The White Mountain Chamber offered to provide refreshments for both breaks on Thursday at 10:00 am and at 2:45pm. Becky has Crystal looking into pricing and securing a block of rooms in the Pinetop/Lakeside area. The only fixed costs would be for the speaker, Debbie Johnson, Executive Director of the Arizona Office of Tourism and Teri will reach out to her. It was recommended that we keep the registration fees low with an Early Registration of \$100, and Late Registration \$125, and date will be decided. There will be a breakfast and lunch provided on Thursday, with dinner on your own. Friday, a breakfast will be offered. A guest fee of \$40.00 per person will be added to the registration form, for anyone wanting to bring someone to the Welcome BBQ Reception. We are looking into the price of the No Host Bar.

Welcome/Introduction will be the Pinetop/Lakeside Mayor or designee and Karalea Cox, EDC Chairman. We are in need of raffle prizes and Sedona has offered one large and one small, as well as Springerville, Page, Flagstaff and Teri to contact a hotel in Prescott. Becky was going to reach out to Snowflake/White Mountain Group. At 8:30-10:00am the Tourism portion continues with an overview of our Mission, Goals and New Website. Don Prince, NACOG Region will discuss the Economic Impact and Power Point presentation on tourism. Don will then

introduce the rest of the panel, Heather, Michelle and Lee with an invite to Navajo County. At 1:15pm., Forest Health and Recreation, Mike Dechter, confirmed and Forest Restoration, Pinetop/Lakeside, Paul Summerfield confirmed. Becky will do an introduction and thank you at 2:45 pm, break and talk about her organization. At 3:00pm, the case studies will begin with Dustin Whitman, confirmed from the Coconino County Parks and Recreation Economic Development. Teri recommended that Lee speak about something from Page and to drop the Tesla station. Dinner will be on your own, with a list of restaurants in the gift bags for participants.

On Friday, April 15th we will run thru Noon and announce the Biggest/Best Raffle Prize. The Tourism Tool Box will start with a welcome from Lee and then explaining grant opportunities, knowledge, marketing and give the public quick tips and the tools to promote their community. Lee asked if we could have a Tool Page to display Best Practice in social media and Michelle suggested that Page be the portol/page/resource.

Forum Sponsorship

Teri Drew stated that she was waiting to hear back from APS for a Premier sponsorship. Please approach members in your communities for sponsorship. Don Prince, committed as a \$250, Bronze Sponsor, and Michelle Conway, Vice Chairman, City of Sedona also committed as a \$250 Bronze Sponsorship. The Committee commented on various changes that needed to be made to the Sponsorship Form, Save the Date Form and Registration Form. On the Registration Form, a request was to add special meal request box and updated payment Box for credit Card information. Mary Brickman will now be the one of Point of Contact.

4. Research and Education PPT update

No update at this time.

5. AZLTA and AOT Updates

Heather stated there was nothing new to report.

6. Member Comments

No update at this time.

7. Agenda Items for next meeting

It was suggested that the tentative tour be removed from the agenda. The next meeting will be scheduled for Monday, February 22nd at 2:00 pm., via teleconference; March 10th meeting will also be a teleconference and there will be an early meeting at the Pinetop Country Club, Wednesday, April 13th. Please forward your Power Point presentations to Mary, along with contact information for invited speakers.

8. Public Comments

Mary Brickman, Administrative Staff told the Committee that she is excited to be working on the 2016 Tourism Forum and please do not hesitate to contact her as their point of contact. Teri stated that Mary would be the Committee's single point of contact moving forward for facilities, speakers and committee.

9. Adjournment

Chair McMichael called for a motion to adjourn at 11:21am. Heather Ainardi approved the motion and Shelly Reidhead seconded the motion. The motion passed unanimously.