

**Northern Arizona Council of Governments  
Economic Development Council  
Tourism Sub-Committee  
February 22, 2016 2:00pm  
Conference call**

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<b>Members:</b>	<b>Absences</b>	<b>Staff:</b>
Sharon Adams – absent	4	Teri Drew, Director
Heather Ainardi – present	0	Mary Brickman, Administrative Staff
Michelle Conway – Vice-Chair-present	0	
Lee McMichael, Chairman- present	0	
Don Prince – absent*	1	
Shelly Reidhead – absent	2	
Judy Franz – absent	3	
Becki Christensen – present	1	
Bob Hall – absent*	1	

\* indicates an excused absence

**1. Call to Order/Welcome**

Chair McMichael called the meeting to order at 2:03pm and attendance was taken.

**2. Approval of the Minutes for February 22<sup>nd</sup>, 2016**

Chair McMichael called for a motion to approve the minutes for the February 11<sup>th</sup>, 2016 meeting. Heather Ainardi mentioned that former Committee Member, Margo Christensen, was still listed as an active member and be removed from the final copy of corrected minutes. Becki Christensen made a motion to approve the minutes and Heather Ainardi seconded. The motion passed unanimously.

**3. Chair's Reports  
Membership**

Teri Drew spoke on behalf of our "new/reinstated member" Bob Hall. Bob Hall, CEO, Winslow Chamber of Commerce, stopped receiving meeting notices when NACOG reached out to the Chamber, Bob requested to be reinstated as a Committee member.

**Committee Chairman and Vice Chairman Appointments**

Chair McMichael announced to the Committee his verbal resignation. Michelle Conway, Vice Chair thanked Chair McMichael for his hard work serving on the Tourism Committee. Teri Drew also thanked Chair McMichael, for his service, on behalf of NACOG. Vice Chair Conway shared her recommendation for, Tourism Sub-Committee Member and Flagstaff CVB, Heather Ainardi, to serve as the new Chair. Vice Chair Conway spoke of Heather 's strong leadership, representation and knowledge of the Flagstaff community. Heather Ainardi will take her position as the Chair immediately after this meeting is adjourned. An action for an election was made and Michelle Conway, Vice Chair made a motion and Becki Christensen seconded. The motion passed unanimously.

**4. Finalize the Forum Agenda**

Teri Drew stated that all Forum Agenda items with Chair McMichael's name will need to be discussed and changed. Mayor Greg Smith, of Pinetop/Lakeside, will welcome everyone at the 5:30pm, BBQ Dinner at the Pinetop Country Club on Wednesday, April 13<sup>th</sup>, instead of Karalea Cox. Karalea Cox, EDC Chairman, is scheduled for Thursday, April 14<sup>th</sup> at 8:00 am, as part of the Welcome/Introduction session.

Vice Chair Conway, stated that she is still needing bios and headshots from Heather Ainardi, Shelly Reidhead and Sharon Adams. The "Tourism Toolkit Idea Checklist" was emailed to the Committee, by Vice Chair Conway and she requested each member contribute five "Quick Tip" ideas for their community, to her, by March 4<sup>th</sup>. Heather Ainardi made a motion to approve and Becki Christensen seconded, the motion passed unanimously.

Teri Drew, stated that the "Save the Date" flyer went out and there has already been confirmation from a few people. Once the registration packet is finalized this week, she asked the Committee to send it out to their groups and all of the Chambers. The goal was to have the names and logos of our sponsors, to add to the packet. The Committee is still waiting for confirmation from several panel speakers. Becki Christensen suggested Jimmy Applegate, Executive Director, Showlow Chamber of Commerce. Chair McMichael is still working on a representative from Page. The Tourism Toolbox session, on Friday, April 15<sup>th</sup> at 9:30am, was discussed. Michelle Conway, Vice Chair suggested after the demonstration, that a small panel of Committee Members provide their input. The Committee agreed to do their own introductions. Finally, a wrap up, Q & A and a survey would follow; and lastly the biggest raffle prize to be announced. It was recommend that the survey form have a "name optional" line on the bottom of the page. The Committee members mentioned changes needed to the Registration Form. The golf section was removed, as The Pinetop Country Club is private. All typos, formatting and changes to the registration date were noted. Becki Christensen mentioned that she has a \$180 gift basket, valued for a raffle prize, to include a Molly Butler gift certificate and other items. Becki mentioned she will be providing the bags for the attendee give-away items and that she will reach out to all Chambers for gift baskets too.

Forum Discussion (loose ends)

**5. Member Comments**

No update at this time.

**6. Agenda Items for next meeting**

The next meeting will be scheduled for Monday, March 10<sup>th</sup> at 10:00 am, via teleconference and there will be an early meeting, at the Pinetop Country Club, Wednesday, April 13<sup>th</sup> before the Forum. Please forward your PowerPoint presentations and invited contact speaker information to Mary Brickman.

**7. Public Comments**

No update at this time.

**8. Adjournment**

Chair McMichael stated that he was sorry he would not be part of this this year's Forum and called for a motion to adjourn at 2:52 pm. Becki Christensen approved the motion and Michelle Conway, Vice Chair, seconded the motion. The motion passed unanimously.