

**Northern Arizona Council of Governments
Economic Development Council
Tourism Sub-Committee
January 14, 2016 10:00am
Conference call**

Members:	Absences	Staff:
Sharon Adams – present	2	Judy Gonzales, Administrative Staff
Heather Ainardi – present	0	
Margo Christensen – present	0	Guests:
Michelle Conway – Vice-Chair-present	0	Steve North-present
Lee McMichael, Chairman- present	0	
Don Prince – present	0	
Shelly Reidhead – present	1	
Judy Franz - present	1	
Becki Christensen – present	1	

* indicates an excused absence

1. Call to Order/Welcome

Chair McMichael called the meeting to order at 10:05am and attendance was taken.

Lee McMichael, Chair

2. Approval of the Minutes December 8th, 2015

Chair McMichael called for a motion to approve the minutes of the December 8, 2015. Heather Ainardi made a motion to approve the minutes with the amendment of the correction for the starting time of the meeting, Don Prince seconded. The motion passed unanimously.

Lee McMichael, Chair
(Information/Discussion/Action)

3. Chair's Reports

Review and approve "Save the Date" flyer

Chair McMichael tallied the votes; flyer #2 received all the votes with flyer # 1 not receiving any votes. The committee wants the flyer to be sent to all those individuals that received notices of previous forums and all those on the NACOG database. Shelly said that she will email a contact list to Mia D'Amato at the NACOG office by 01/25/16. The flyer needs to go out on February 1, 2016. Michelle Conway made a motion to approve the "Save the Date" flyer #2, Shelly Reidhead seconded. The motion passed unanimously.

Review and approve Forum agenda

Chair McMichael opened up the Forum agenda for discussion. The White Mountain Chamber offered to provide refreshments for both breaks on Thursday. The White Mountain Chamber is working on arrangements details for the BBQ but depending on the costs cannot commit to paying for it. Porter Mountain Steakhouse has a bar to do conferences, which is available Wednesday, April 13 from 5:30 to 7:30pm. Dinner could be there but the price per person has not been received from the steakhouse yet. The Wednesday dinner could be an extra activity that the individuals could sign up for at registration and pay on their own. It was asked if the Porter

Mountain Steakhouse could possibly do a buffet at a flat price. This will have to be determined. Porter Mountain Steakhouse has been reserved for the Forum on Wednesday.

Margo and Don had to leave the call but wanted the committee to know that Debbie Johnson from the Office of Tourism has confirmed that she will be speaker at the Forum. If anything comes up, Debbie will make sure there is an Office of Tourism representative at the Forum.

The agenda item for Wednesday 3:30pm to 5:00pm needs a better description for it. It is nice to start out with the tours; 4FRI examples, taking people out to the forest health and economic development areas, and all the area projects that are occurring; and possibly visiting bigger businesses in the area. No decision was made to exactly what would be visited. Will the tours and or the activities be focusing on the health of the forest? Tours could possibly start at one of the chambers, either Show Low or Pinetop/Lakeside. There will be a list and/or brochure available with all the area attractions and activities available with the hope of having people stay over the weekend. Transportation on Wednesday is still being looking into; nothing definite yet. There will be a list of restaurants that offer breakfast and dinner. The list will be enlarged an easy reference and put on an easel in the lobby.

The White Mountain Chambers, the Page Chamber, and Sedona will come up with prizes. Nothing turned in yet.

The positive overview of economic impact of the areas was noted as a possible discussion

It was asked if Teri going to check on the Arizona Commerce Authority. Judy will check with Teri.

Lunch proposals from local restaurants are being gathered. But Torreon wants to have one or two meals there as part of holding the meeting there. This will affect the Torreon pricing to use the facility. Torreon needs to give us the prices for meals and lodging.

Heather has reached out to Coconino National Forest and is waiting to hear back from them. Don Prince has confirmed Joe Baynes from Prescott Forest Service. Becki will contact the Pinetop/Lakeside Forest service to speaking on forest health/restoration. Heather has reached out to Fort Tuthill to be a speaker at the Forum and hopefully will hear back very soon from them. Michelle is taking care of the Sedona Chamber. Margo will report on the Tesla Station. There will be questions and answers to follow after all speakers.

The tourism toolbox what is it? Could be education on how to use social media, ongoing ideas, Office of Tourism things; but not sure what it is. Will need further email discussion? Ask Teri what this is?

The committee decided a laundry list of things that are needed for the forum should be created. Who will own this list; is NACOG the owner of the list? Lee will work with NACOG to prepare the list.

The basic format of the Forum agenda has been approved but voting was deferred to the next month's meeting due to finalization of the speakers.

Forum Fees

Teri Drew said the Forum Fee cannot be determined yet because of the lack of sponsorships. Teri is waiting to hear back from APS for \$1500 Premier sponsorship. Teri recommended sponsorship levels would be Gold \$1000, Silver \$500, and Partner \$300. No one on the committee remembers that they were to get sponsorships' monies. As a sponsorship, what are they going to get out of it besides their logo listed? What do we need sponsorships for, what a being paid for? The meeting space with or without meals; for 75 people. Can we bring in refreshments? Torreon will not allow refreshments to be brought into the meeting.

Review and approve Scope-of Work

Michelle recommended a few changes of words, capitalization, and language edits. The Scope of Work needs to be presented to the EDC on February 4, 2016 in Flagstaff. Chair McMichael and Michelle will be unavailable to present. Michelle will ask Don Prince if he will present the Scope of Work and his PowerPoint presentation. Heather said that she can present the Scope of Work if Don is unavailable.

Chair McMichael called for a motion to approve the Scope of Work. Heather Ainardi made a motion to approve with the changes, Michelle Conway seconded. The motion passed unanimously.

Status of Tourism's bios for NACOG website

Michelle said is moving along nicely and thank you to everyone who has sent the bios. Michelle has sent them to Julia Sawyer at NACOG; she is working with Teri to prepare the page for the website. The bios and head shots were the first part, and then the case studies. The case studies need to be sent to Michelle by middle of February.

Lee McMichael, Chair
(Information/Discussion/Action)

4. Research and Education PPT update

No update at this time.

Don Prince
(Information/Discussion/Action)

5. AZLTA and AOT Updates

Heather said the AOT Roadshow in the Flagstaff region went well. The Unity Dinner invitations just went out. The dinner will be February 25, 2016 at 5pm at the Westin Kierland Resort.

Margo Christensen and Heather Ainardi
(Information/Discussion/Action)

6. Member Comments

Becki missed the last meeting and could not find anyone in Flagstaff. Becki asked to please have a cell number to call and find out where the meeting if she gets lost again. Chair McMichael gave her his cell number.

(Information/Discussion)

7. Agenda Items for next meeting

The next meeting is February 11, 2016 in Flagstaff at the Convention and Visitor's Bureau. There will be a teleconference phone available. Judy in Page will be available by phone only, due to surgery.

The Tourism calendar was reviewed and Springerville was incorrectly spelled. It will be corrected.

(Information/Discussion)

8. Public Comments

None at this time.

(Information/Discussion)

9. Adjournment

Chair McMichael called for a motion to adjourn at 11:22am. Heather Ainardi approved the motion and Michelle Conway seconded. The motion passed unanimously.
(Action)