

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

Members:	Absences	Staff:
Sharon Adams – absent	5	Teri Drew, Regional Director
Heather Ainardi, Chair – present	0	Mary Brickman, Administrative Staff
Michelle Conway, Vice Chair – present	0	
Don Prince – present	1	
Shelly Reidhead – present	2	
Judy Franz – absent	4	
Becki Christensen – present	1	
Bob Hall – absent	2	

* indicates an excused absence

1. Call to Order/Welcome

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

2. Approval of the Minutes for February 22nd, 2016

Chair Ainardi called for a motion to approve the minutes for the February 22nd, 2016 meeting. Don Prince made a motion to approve the minutes and Becki Christensen seconded. The motion passed unanimously.

3. Chair's Reports

Heather Ainardi, Chair stated there was nothing to report.

**4. Finalize the Forum Agenda and Registration Form
Review & Discuss EDC Agenda Recommendations**

Chair Ainardi stated that at the last Tourism Meeting on February 22nd, the Committee finalized and Mary Brickman confirmed with the agreed speakers for the Forum. On March 2nd, 2016 at 2:00pm, the Executive Committee of the EDC, called a meeting with herself, Michelle Conway, Vice Chair and Teri Drew, Regional Director of NACOG; to make suggested revisions to the Spring Forum Agenda. The Executive Committee felt that Navajo County was not being represented well and several changes were recommended. Evelyn Racette, Town Manager of Pinetop/Lakeside organized transportation, an outdoor event and dinner at Sunrise Ski Resort.

The suggestions, brought by the Executive Committee of the EDC, were to strengthen the Forum and keep forum participants engaged. The changes to the Agenda were adding speakers, activities and reorganizing panel discussions. Teri Drew read to the Tourism Committee the recommended changes to the Forum Agenda. On Thursday, April 14th, at 8:30am, Evelyn Racette, Town Manager, Pinetop/Lakeside and Steve North, Business Development Coordinator, Show Low will pool resources in their perspective areas, during the Tourism Economic Impact of Communities and Visitor Profile Panel Discussion. At the 10:15am session, Keith Watkins, ACA, will begin with his organization's Economic Update; followed by Deputy Director, Stephanie Dowling, AOT, to speak on behalf of previously scheduled Director Debbie Johnson. Laura Cherry, Vice President of Business Development, was confirmed this week by AZLTA's Executive Vice President, David Drennon. Chair Ainardi stated, that it was requested there be two agencies (show casing) their Community Marketing Case Studies of the White Mountain Coalition. After lunch an arranged bus ride to Sunrise, with chairlift rides, afternoon speakers and dinner. Transportation and dinner are hosted by Sunrise Ski Resort and was organized by Evelyn Racette, Town Manager, Pinetop. There was mention of a zip line tour for the group, but no confirmation. Lastly, a few of the scheduled Case Studies originally planned for Thursday afternoon was moved to Friday morning; with an addition of an Outdoor Recreation Session. There were a few speakers that were "dropped" from the original Forum Agenda and Committee members asked what we can do to keep them, in what capacity

giving them the option. The Committee discussed how they could retain current speakers in some capacity and adjust time slots. The suggestion was to ask previously confirmed speakers to present in a different capacity based on their topic and a follow-up invitation will be extended. A motion was made to approve the adjusted Agenda, Becki Christenson made the motion and Michelle Conway, Vice Chair, seconded the motion. The motion passed unanimously.

Review & Discuss Amended Registration Form

Teri Drew, mentioned several changes made to the Registration Form. Due to the lateness of the Registration packet going out, there will be no Early Bird Discount. The fee for the Spring Forum is \$100.00 and registration needs to be in by Friday, March 25th. There was an added line to the form, for dress code, for Thursday, April 14th due to the added afternoon, outdoor activities. Another hotel in the area offered discounted rates for the forum, so 3 hotels are listed. Michelle Conway, Vice Chair commented that the registration form looked good with revisions. Teri Drew asked the Committee to please email Mary Brickman with Raffle Prize information.

Forum Discussion (loose ends)

Quick Tips for Michelle Conway

Michelle Conway, Vice Chair asked that the Committee to pitch-in, by emailing her 3 or 4 "Tips on Tourism", for the Tourism Toolbox session. The tips need to be to her before Friday, March 18th, Mary will check with Michelle to see if she received everything.

Bios and Headshots, Members and Speakers

Michelle Conway, Vice Chair stated that she is still missing Shelly Reidhead's and Sharon Adams', Bios and Headshots. All Speakers/Presenters will be emailing Mary Brickman their information.

5. Member Comments

Heather Ainardi, Chair commented that she feels we are in a good place with the forum agenda and suggests next year having more communication, with the Executive Committee, regarding Forum. Don Prince mentioned that he had presented a Forum update at the February EDC, no comments were made. Michelle Conway, Vice Chair agreed that the Forum Agenda looks good and represented well. Teri Drew stated that we are going to push to get the registration packet out on the NACOG, AOT, AZLTA and ACA websites tomorrow. The Regional Council, and Executive Council Members will be emailed; and each Committee Member needs to please push it out to your Community.

Michelle Conway, Vice Chair, commented if anyone on the Committee will be reviewing the Speaker's presentations prior to the Forum. There was a suggestion made to send a letter from the Committee, stating that this is not a sales opportunity regarding vendor, group or organization; and the focus is on the case study. All Speakers' PowerPoint Presentations are due to NACOG by April 6th, so we can get them to Chair Ainardi for review. Teri Drew mentioned that NACOG will reach out to Chair Ainardi and Vice Chair Conway on Friday, March 25th regarding the status of Forum Registration.

6. Agenda Items for next meeting

The next meeting will be scheduled for Wednesday, April 13th at 1:00pm at the Pinetop Country Club, prior to the Forum. The items to be discussed will be Review and Prep for the Forum and Membership.

7. Public Comments

No update at this time.

8. Adjournment

Chair Ainardi called for a motion to adjourn at 10:50am. Michelle Conway, Vice Chair approved the motion and Shelly Reidhead, seconded the motion. The motion passed unanimously.