



Cochise County Tourism Council – Action Item Minutes

May 24, 2017

9:00 a.m.

Hotel Gadsden Meeting Room

Douglas, Arizona

Meeting called to order at 9:08 a.m. by Judy Hector

ROLL CALL: Jen Luria

| | |
|-------------------------|---------------------------------|
| Benson: | Bob Nilson |
| Bisbee: | Jen Luria, Christina Plascencia |
| Sierra Vista: | Judy Hector |
| Tombstone: | Steve Troncale |
| Douglas: | Del Cabarga, Humberto Rivera |
| Willcox: | Alan Baker |
| County: | Absent |
| SEAGO: | Larry Catten |
| Cochise College: | Absent |

Guests in Attendance:

Libby Schaaf, Sunny Quatchon, Jonathan Donahue, and Bruce Nielson

Call to the Public:

No members of the public addressed the Council.

Minutes:

Steve Troncale made a motion to approve the minutes from the March 22, 2017 meeting. The motion was seconded by Alan Baker. Vote taken, motion passed unanimously.

Treasurer's Report:

Judy Hector gave an update on the draft budget. She will be emailing the draft budget which is similar to last year's budget. There will be a slight decrease of funds allocated to the Arizona Office of Tourism's rural marketing cooperative in order to have funds available for advertising opportunities outside the cooperative, per Council direction determined in the March 22 meeting. The preliminary budget is to be approved by end of June.

Committee Reports:

- 1. Film:** Alan Baker gave an update that b-roll is ready to be dropped off and the Birding Adventures America crew will be coming end of May staying 3 nights working with bird guides and filming, including some night shots.

Judy Hector shared the Sierra Vista film contact's request to collect information for a county



wide master database that would list resources and contact information.

Steve Troncale shared that on June 1st, 4th Row Films will be filming in Tombstone for the Bisbee Deportation documentary.

- 2. Public Relations:** Sunny Quatchon shared that she is working with Visit Tucson and Southern Attractions Alliance on an itinerary for the group to visit Tombstone and Cochise County on June 8th, 2017.

Jen Luria shared that the Bi National concert in Douglas/Aqua Preita had been featured in a Huff Post article shedding a positive spotlight on this area.

Judy Hector shared that Sierra Vista, Willcox and Bisbee will be hosting travel writer, Adam Sawyer, during the Memorial Weekend. Judy also shared that there is a documentary film crew that will be filming the Buena High School's winning team from the Youth Engineering and Science competition. The Buena High's team is the only US team they are following to film.

- 3. Budget:** No meeting held.

Discussion/Action: Only Action Items are noted.

1. Jon Donahue, Director of International Tourism for City of Tombstone introduced himself and is looking at marketing in Europe, specifically German tourists, through tour operators. Send press releases and information to get articles written about Cochise County, targeting the single action shooting market. Discussion only. **NO ACTION TAKEN.**
2. Libby Schaaf from NPS gave an update on the Bonita Campground fees. There are 25 sites at this campground and they are getting public feedback about increasing the fee from \$12 to \$20. The senior and discount fee price would go from \$6 to \$10. The fee increase would help maintain visitor services, site pads, food storage, trails, etc. Discussion only **NO ACTION TAKEN.**
3. Judy Hector shared an opportunity for CCTC to participate in the Travel & Adventure travel expo in Chicago, Feb. 10-11, 2018. Larry Catten said CCTC should look at partnering with Villages of Vigneto to offset some of the cost and to promote visitation and retirement in Cochise County. Larry will contact Mike from the Villages to see if they would be interested. Alan Baker made a motion to allocate \$15,000 from CCTC's contingency balance to the Travel & Adventure Expo. The motion was seconded by Bob Nilson. Vote taken, motion passed unanimously.
4. Wick Communications' advertising proposal for *Discover Cochise*. Alan Baker made a motion that the CCTC does not purchase the \$11,500 13 page ad from Wick Communications. The motion was seconded by Christina Plascencia. Vote taken, motion passed unanimously.



Alan made a motion for the CCTC to purchase a half page ad in the Discover Cochise publication and it was noted to make the word “Cochise” larger on the cover for visibility. The motion was seconded by Bob Nilson. Vote taken and all in favor. Judy Hector abstained.

5. Each community is to come up with a 1 day, 2 day, and 3 day itinerary to post to the www.explorecochise.com website. To be included in itineraries is attractions and not events. There will be a “click here for events” link on the site. Deadline is June 15th and should be sent to Judy Hector to review. She will send to Chris Newton. Alan made a motion that all communities submit 3 itineraries to Judy Hector by close of business day June 15th. The motion was seconded by Steve Troncale. Vote taken, motion passed unanimously.
6. CCTC’s submission for The Grand Pitch is centered around a “dirt” themed campaign. Suggestions to name the campaign include “Lengendirty”, “Dirty Dozen”, and “I Dig Cochise”. Each community to come up with two different dirt specimens specific to its legendary history. Small glass bottles and charms would accompany the dirt and include information on the specific community. The campaign would suggest collecting all the bottles from each community in the county. Alan made a motion to go with the dirt theme for the Grand Pitch. The motion was seconded by Bob Nilson. Vote taken and all in favor except Cristina Plascencia. She opposed because the dirt theme was the only theme brought to the table.

Community Announcements: CCTC Members in attendance spoke of various upcoming community events or promotions. No action taken.

Next Meeting Location and Date: July 26, 2017, in Sierra Vista.
Location to be determined.

Motion to Adjourn:

Alan Baker made a motion to adjourn the meeting. The motion was seconded by Bob Nilson. Vote taken, motion passed unanimously. Meeting adjourned at 11:46 a.m.