



Cochise County Tourism Council – Action Item Minutes

January 25, 2017

Cochise County HR Training Room
1415 Melody Lane, Building F, Bisbee, AZ

Meeting called to order at 9:15 AM by: Judy Hector, Chair

ROLL CALL Taken by acting Secretary, Lisa Marra

Benson: Bob Nilson

Bisbee: Christina Plascencia

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Douglas: Humberto Rivera

Willcox: Alan Baker

County: Lisa Marra

SEAGO: Larry Catten

Cochise College: Absent

Guests in Attendance: Jake McCoy from Kartchner Caverns State Park, Becky Bjork and Amanda Baillie from the Sierra Vista Herald and Bob Gent from the Campaign for Chiricahua National Park.

Call to the Public:

Bob Gent gave an update on the Campaign for Chiricahua National Park.

Larry Catten spoke about SEAGO possibly setting up an informal regional tourism discussion group.

Jake McCoy introduced himself to the group and spoke about upcoming events at the Park.

Minutes: Action Item Minutes of the October 2016 and January 2017 meetings were submitted. Steve Troncale made a motion to approve both. The motion was seconded by Alan Baker. A vote was taken and motion passed unanimously 7-0.

Treasurer's Report: Lisa Marra gave the Treasurer's update and status of budget. No action taken.

Committee Reports: Public Relations: Judy and Lisa gave an overview of the retirement of Mike Finney from AZ Communications and status of current ad design and placement, including the new brochure. Discussion about social media outreach and keeping Twitter, Facebook and Instagram updated, as well as keeping the website up to date. No action taken.

Discussion/Action: Only Action Items are noted.

1. **Discover Cochise Travel Magazine** - Becky and Amanda from the Sierra Vista Herald distributed copies of their new publication, asked for feedback from the group, and presented



a proposal for consideration for next year's publication. The proposal includes a quarter-page of daytrip highlights, one for each community for a total of six along with a two page spread of each community as supplement of twelve pages to include street map of community noting attractions, lodging, and restaurants. Each community may also purchase additional ad space. The cost of this option, for budget purposes only at this time is \$11,500.

ACTION ITEM: Alan Baker made a motion to include \$11,500 in the CCTC upcoming budget discussions without a formal commitment to purchase the ads. Motion was seconded by Steve Troncale. No further discussion ensued and the motion passed unanimously 7-0.

2. **Discussion of first round of Nikon's Birding Adventures on Destination America TV** – Alan Baker gave an update status on the birding videos. The Wings over Willcox event was successfully captured on film and should be ready to air in April 2017. They filmed other animals and conducted interviews while on site that can be used in our B-roll for AOT ads. They will be in touch with Alan when they come back to film our other two birding videos.
NO ACTION TAKEN.

3. **Discussion proposed new IGA that will assign CCTC marketing responsibilities to Sierra Vista** – Lisa Marra gave an update to the group about the revised IGA. The current IGA in effect is outdated and needs to be revised as it is 15 years old. The City of Sierra Vista offered to take over as fiscal agent if the CCTC Steering Committee agrees to enter into a new IGA. The joint meeting of the CCTC and CCTCSC held on January 5, 2017 was discussed. Those present agreed that partnering our tourism dollars is important to continue. The draft IGA will be presented to both groups in the near future.
NO ACTION TAKEN

4. **Frequency of CCTC meetings** – Steve Troncale discussed moving the meetings back to monthly or every other month instead of quarterly. He feels there are too many things going on and we lose connection only meeting quarterly.
ACTION ITEM: Alan Baker made a motion to move the meetings to every other month starting in March, 2017 with the option to phone into a meeting instead of attending in person. Steve Troncale seconded the motion. Discussion ensued that that future meeting locations should have conference phone capability and be centrally located within a community. Also, the newly revised IGA may stipulate different meeting arrangements which will need to be taken into consideration. With no further discussion the motion carried unanimously 7-0.

5. **Discussion of FY18 marketing strategy** – Judy Hector presented an outline for a marketing plan for CCTC moving into the next year's budget. The theme and message are consistent with what we developed this year, with a continued focus on partnering with the Arizona



Office of Tourism (AOT) to realize the most effective gain on our limited advertising budget.
NO ACTION TAKEN.

6. **Discussion regarding the proposal of a concierge service developed by SAEDG** – The group discussed the recent meetings held in Benson by the Southern Arizona Economic Development Group. Several CCTC members had been in attendance at that meeting or the presentation given by them to the City of Sierra Vista Tourism Commission. Due to limitations of the existing CCTC IGA between the cities, the CCTC is not authorized to provide a letter of support for any grant applications or business ventures. Members of the CCTC will continue to attend meetings with SAEDG and offer support on a one-on-one basis as possible through their respective cities.
NO ACTION TAKEN.

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

Items for consideration to be placed on future agenda: SEAGO regional tourism group, CCTC Budget, Status of IGA update, Birding Videos.

Next Meeting Locations and Dates: March 22, 2017 pending location Cochise College. May 24, 2017 in Douglas pending location.

Motion to Adjourn: Steve Troncale made a motion to adjourn the meeting. The motion was seconded by Judy Hector. Vote taken, motion passed unanimously Meeting adjourned at 12:02pm.