



**COCHISE COUNTY TOURISM COUNCIL PR COMMITTEE MEETING
FOLLOWED BY REGULAR COUNCIL MEETING**

July 11, 2016

7:00 PM

Azul Restaurant, Westin La Paloma Resort
3800 E. Sunrise Drive
Tucson, Arizona

AGENDA

Roll Call: Jen Luria

Call to Public: Chair

Approval of meeting minutes, June 2016: Chair

Treasurer's Report: Lisa Marra

PR Committee Briefing: PR Committee Members, Mike Finney

1. Recap of AOT co-op advertising program
2. Discuss creative needs for 2017 campaign
3. Discussion of ways to promote adventure tourism (hiking, bicycling, climbing)
4. Discussion of need for disclaimer on ExploreCochise.com regarding perceived endorsement of private businesses listed on the website
5. Ideas for future press releases

Discussion/ Action: Items that the Cochise County Tourism Council will discuss or take action on

1. Presentation from Madden Media (Jen Luria)
2. Discussion of member participation in group media buys that are independent of CCTC (Jen Luria)
3. Discussion of proposal from Nikon's Birding Adventures on Destination America TV (Alan Baker)
4. Discussion and task assignment for CCTC display opportunity at Kartchner Caverns (Judy Hector)

Community Announcements: Benson – Bisbee – County – Cochise College – Douglas – SEAGO –Sierra Vista – Tombstone - Willcox

Items for consideration to be placed on future agendas.

Next Meeting Location/Date: Bisbee, October 26, 2016

Meeting adjournment.

Note: The CCTC members and guests may meet for a meal during the meeting, which may continue upon adjournment. Nothing regarding the Cochise County Tourism Council will be discussed.

NOTICE: The Cochise County Tourism Council, CCTC, operates by an *Intergovernmental Agreement* which is a contract between governments. The Cochise County Tourism Council is required to operate under open meeting laws that govern Arizona's Public Bodies and how they have meetings. The CCTC is officially a *Destination Marketing Organization*.