



COCHISE COUNTY TOURISM COUNCIL – Action Item Minutes

June 27, 2018

County's Archives Facility

1415 Melody Lane

Bisbee, AZ 85603

Meeting called to order at 10:00 AM by Bob Nilson

Roll Call:

Benson: Bob Nilson

Bisbee: Jen Luria

Douglas: Angelica Novoa

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Willcox: Absent

County: Amanda Baillie

Guests in Attendance: Kate Cox, Rachael Hudson, Jonathan Donahue, Chris Karges, Sunny Quatchon, Libby Schaaf

Call to Public: None

Minutes: Approval of Tabled minutes from March 28, 2018 phone meeting – Judy Hector made a motion to approve the March 28th, 2018 minutes. Steve Troncale seconded the motion. Vote taken. All in favor.

Approval of minutes from May 23, 2018 phone meeting - Steve made a motion to approve the May 23, 2018, minutes. Judy seconded the motion. Vote taken. All in favor.

Approval of minutes from June 18, 2018 special phone meeting – tabled until the next meeting.

Treasurer's Report: Judy provided an update. Discussion only.

Committee Reports: Please give a brief overview of the committee report (action item minutes)

Google Trekker:	Kate reminded the communities to get their Google Trekker info into to her
PR:	Kate provided an update on web analytics, newsletter, upcoming AOT FAM tour and AOT Coop ad recommendations
Budget:	Committee did not meet
Film:	No update

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

- 1. AOT Coop choices.** Judy made a motion to accept the AOT Coop as presented. Jen Luria seconded the motion. No discussion. All in favor.
- 2. New Advertising Opportunities** – Kate Cox Tabled until strategic planning meeting
- 3. KVOA Press Packages** – Kate Cox tabled until strategic planning meeting
- 4. Approval of any CCTC Bills.** No new bills to approve

5. **Reprint of Cochise County maps.** The group discussed rebranding the current CCTC maps to match the current branded look. Judy said that Sierra Vista can help do this in-house. The maps will continue to be distributed through Certified Folder Distribution with a reprint of around 70,000. Discussion only.
6. **Possibility of Forming a 501 C-6 nonprofit to take the place of CCTC** – Tabled until Alan Baker can be in attendance for the conversation.
7. **Election of new officers to serve a two year term – positions will take effect July 1st, 2018**
Judy made a motion to nominate Jen Luria for Chair. Amanda Baillie seconded the motion. Vote taken, all in favor.

Judy made a motion to nominate Amanda Baillie for Vice Chair. Angelica Novoa seconded the motion. Vote taken, all in favor.

Judy made a motion to nominate Angelica Novoa for Secretary. Amanda Baillie seconded the motion. Vote taken, all in favor.

Judy Hector will remain the Treasurer.

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

Items for consideration to be placed on a future Agenda:

Next Meeting Location/Date: Phone Conference – July 25th, 2018

Meeting Adjourned: 11:46 AM

NOTICE: The Cochise County Tourism Council, CCTC, operates by an *Intergovernmental Agreement* which is a contract between local governments. The CCTC 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*.