



## **Cochise County Tourism Council – Action Item Minutes**

July 11, 2016

Westin La Paloma Resort

3800 E. Sunrise Drive

Tucson, AZ

Meeting called to order at 7:10 PM by: Judy Hector, Chair

### **ROLL CALL**

**Benson:** Bob Nilson

**Bisbee:** Jen Luria

**Sierra Vista:** Judy Hector

**Tombstone:** NA

**Douglas:** Del Cabarga

**Willcox:** Alan Baker

**County:** Lisa Marra

**SEAGO:** NA

**Cochise College:** NA

**Guests in Attendance:** Mike Finney of AZ Communication and Chris Newton of GoTravel Sites

**Call to the Public:** *This is the time for members of the public to comment about items on this agenda or other items. The CCTC cannot respond to or answer at this time.*

Chris Newton from GoTravel Sites gave the council information on extra services they can provide on responsive design to the site explorecochise.com, discussed a new program they created that uses Instagram with user generated hashtags, as well as a mini website with links to each community.

**Minutes:** Judy Hector made a correction to the Action Items of the June 22, 2016 meeting minutes. She corrected her statement that CCTC should do away with GoCochise.com not GoTravel Ads. Alan Baker made a motion to approve the corrected Action Items of the June 22, 2016 meeting. The motion was seconded by Bob Nilson. Vote taken, motion passed unanimously.

**Treasurer's Report:** Lisa Marra said there was no report because they are closing out the fiscal year 2015/2016 fiscal year. There was an invoice to pay Willcox Chamber of Commerce in the amount of \$3,626.00 for postage owed for mailing out CCTC visitor information.

### **Committee Reports:**

- 1. Film** NA
- 2. Public Relations:** Mike Finney from AZ Communications gave a report on June 2016 PR recap. (see written report)
- 3. Budget:** NA



**Discussion/Action: Only Action Items are noted.**

1. Jen Luria presented on behalf of Tamah Murphy, Madden Media since she was unable to attend the meeting. The Tucson Guide print edition is closing on Friday the 16<sup>th</sup>, 2016 so the CCTC will have to decline taking out a print ad due to time restrictions. Tamah is preparing a powerpoint to share with the group to discuss online advertising options with Madden Media at a future date. Discussion only.
2. Jen Luria talked about the partnership between Bisbee and KVOA Channel 4 in Tucson. Bisbee has been running a successful summer commercial campaign on TV and online. Could possibly be a good partnership for CCTC. The group discussed would be best to get CCTC print ads designed and finalized before we can determine partnering opportunities. Discussion only.
3. Alan Baker presented a proposal from Nikon's Birding Adventure on Destination America TV. He suggested to split up episodes in order to promote each community and to share the cost (of \$14,000 for three 30-minute episodes). The videos would fit into our adventure marketing plan and we would be allowed to use both B roll and produced footage in our marketing outreach. Alan made a motion to wait and consider this proposal after the new budget is finalized and available. The motion was seconded by Del Cabarga.
4. Bob Nilson said he would contact Kartchner Caverns to see about what we can do with the Cochise County space we have in their lobby under our IGA with them. Once he has the details we can work on creating a nice exhibit to represent the county. Discussion only.

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

**Next Meeting Location and Date:** Bisbee, October 26, 2016

**Motion to Adjourn:**

Judy Hector made a motion to adjourn the meeting. The motion was seconded by Alan Baker. Vote taken, motion passed unanimously Meeting adjourned at 9:45pm.