



Cochise County Tourism Council – Action Item Minutes

August 22, 2018

Douglas Williams House

1001 D Avenue

Douglas, Arizona 85607

Meeting called to order at 10:00 a.m. by Cochise County Tourism Council Chair – Ms. Jennifer Luria

ROLL CALL

Benson: Bob Nilson

Bisbee: Jen Luria

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Douglas: Angelica Novoa

Willcox: Alan Baker

County: Amanda Baillie

Guests in Attendance: Kate Cox –Cochise County Tourism Council- Marketing Coordinator, Jonathan Donahue-International Tourism Department- Tombstone Arizona, Larry Catten-SEAGO and Kris Karges- Cochise College, Tamah Murphy, Howard Tietjen Madden Media

Call to the Public: None

Minutes: Approval of minutes from July 25, 2018 phone meeting **Alan Baker made a motion to approve the July 25, 2018 minutes. Bob Nilson seconded the motion. Vote taken. All in favor.**

Committee Reports:

- 1. Treasures Report:** Judy Hector- provided update only.
- 2. Film Report:** No update
- 3. Public Relations:** Kate Cox provided an update on the following:

Facebook Analytics

Rural Coop Ads recommendation- Arizona State RV Travel Guide, AAA Via Arizona, The Arizona Summer Vacation Guide, Tucson Official Travel guide, Arizona Official State Travel Guide, True West Magazine. Digital as well value added. Changes- Pandora did not have enough interest spread out Pandora portion with increase months with VARICK Audio everywhere and months with Madden Media, did not spend all marketing contribution total at \$48,000.00.

Advertising Updates Kate explained allocated costs amounts to RV Travel Guide, Experience AZ, Tucson Official Travel Guide Experience AZ: Play Ball.



Additional Items: Kate asked we work with our communities to request two or three different door prizes example: tickets to Kartchner Caverns. Ask for tickets for family of four as door prize or events coming up.

German Mission follow up visit with Mary Griffin scheduled September 11, 2018.

Travel Classics- not able to sponsor on our own we will Co- sponsor with Travel Tucson will brainstorm with Mary on September 11, 2018.

Bob Nilson – Comment, Suggestion for incorporating in to our reports for CCTC on bed tax indicator of visitors into our communities. Reach out to Cochise College for information.

Discussion Only.

- 4. Budget-** Judy Hector updates only information for CCTC to consider. Ad hoc committee working on establishing the 501c6. **Discussion Only**

Discussion/Action: Only Action Items are noted.

- 1. Cochise Cowboy Poetry & Music gathering presentation by Greg Moyer-** Cancelled unable to attend. **No Discussion -Tabled**
- 2. Madden Media- user generated content and video story telling presentation by Tamah Murphy** Presentation by Howard Tietjen. Madden can create five or six videos that can be unique and promote each destination. Proposal to CCTC is work with each one of us to build this video out. \$5,000.00 includes full video library and owning assets, story telling in three different ways this includes a 6 second 30 second and 60 second video, guarantee 2,100 views through Face Book or You Tube. Horizontal videos will be used to keep cost down. CCTC would like to see if we can make a January 2019 deadline. CCTC will match with \$2,500 for destination that wants to create separate one. **Discussion- Motion by Judy Hector to have the two videos produced at \$5,000.00 each and if a member wants to create one for own entity CCTC will match by 50% \$2,500.00 cap. Motion seconded by Alan Baker. Vote Taken- ALL in Favor. Motion Passes.**
- 3. Update Cochise County Visitor Study-Angelica Novoa** – Angelica Novoa would like the CCTC to discuss the possibility of having a new study conducted. The most current study was completed by the Arizona Hospitality research & Resource Center for Business Outreach the W.A. Franke College of Business Northern Arizona University August 2013. Per Judy Hector this study was a part of a Coop and the cost was split by a grant and CCTC. Discussion on other entities that may be able to assist with a new Visitor Study i.e. Cochise College. Jen Luria will be reaching out to Local First to see what type of assistance we can get from that organization already provides studies and research. Bob Nilson recommended CCTC Consider Cluster Analysis from Arizona Office of Tourism in which this analysis gives information on tourist. **Discussion only. No Action.**
- 4. NIC Conference in Sierra Vista, send Kate Cox to Attend- Amanda Baille** – Amanda Baille explained sending Kate to this training will benefit CCTC to understand how to manage a Non-Profit Organization the price is very economical and it is to be held in the community. **Motion**



by Bob Allen to send Kate Cox to Nonprofits Impact Cochise Conference September 19 and 20 2018. Motion seconded by Judy Hector. Vote Taken. All in Favor- Motion Passes.

5. **Border perception in the media-Amanda Baille-** Amanda Baille explained the perception of the border and an Article in Judicial Watch in which a Cochise County Rancher John Ladd was interviewed and described the escalation of Violence on the Border. On the same week USA today ran an article where Arizona Governor states that “Immigration Customs Enforcement is important and if you don’t agree to spend a day in Cochise County and you will see what I mean”. Amanda Baillie and Cochise County Representative Ann English met with Arizona Governor’s office staff to discuss the perception of Cochise County and ways to highlight the border without a negative perception. A project in which the Governor’s Office is willing to work with County representatives. Gateway to the Border in which Trade and Tourism are highlighted. It was also recommended to the Governor’s office that the next time the Governor comes in to town that he doesn’t highlight the Border Issues and highlight the other attractions. **Discussion Only.**
6. **Birding Video/photography offer from Mike Foster-**Kate Cox explained that Mike Foster, a photographer, would provide us with 40 optimized images of birds for \$500.00 to use how we wanted to for promotions on social media. **Discussion Only- No Action**
7. **CCTC map Brochure for print-Kate Cox** – update from Kate- amendments to map and information for roads and information on Court House and Gun Fighters given to Kate by Bob Nilson and Johnathan Donahue **Motion by Alan Baker to accept changes to the Cochise County brochure map and go to print. Motion seconded by Judy Hector. Vote Taken. All in Favor.**
8. **Go Travel Sites contract- Kate Cox** - Go travel is hosting CCTC website- confusion on email on buying banner adds proposal. Bob Nilson commented go travels have been doing for eight years cost is \$3,500.00 for banner and leads, skyscraper adds 350 impression linked to Explorecochise. Targeting State Parks, National Parks, Camping, Lodging, with 400 leads. **Motion by Alan Baker for \$3,500.00 for Go Travel for remainder of year with leads and banner ads. Motion seconded by Bob Nilson. Vote Taken. All in Favor.**
9. **Approval of any CCTC Bills-** Judy Hector no bills for approval. **Discussion Only**

Community Announcements- CCTC members spoke of various upcoming Community events or promotions. **No Action Taken.**

Next Meeting Location and Date: Tele- Conference Meeting- September 26, 2018 at 2:00 pm.

Motion to Adjourn:

Motion to adjourn the meeting by Judy Hector. Motion was seconded by Allan Baker. Vote Taken. All in Favor. Meeting adjourned at 12:58pm