



**AGENDA for the COCHISE COUNTY TOURISM COUNCIL**

February 21, 2018

9:00 a.m.

Amerind Museum Library

2100 N Amerind Rd,

Dragoon, AZ 85609

**Any item on this Agenda is open for discussion and possible action.  
The order or deletion of any item on this agenda is subject to modification at the meeting**

**Roll Call:**

**Introductions:**

**Call to Public:**

**Minutes:** Approval of minutes from September 27, 2017 meeting  
Approval of minutes from December 06, 2017 meeting  
Approval of minutes from 01/10/18, 2017 Special phone meeting

**Treasurer's Report:**

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

PR: Update AOT FAM Tour Update  
Budget: Update  
Film: Update

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

1. Possible change of meeting time from 9:00am to 10:00am
2. Possible change of meeting back to monthly meetings
3. Additional expense for CCTC cell phone. Judy Hector
4. Expenditure of CCTC funds by fiscal agent\* Seeking a formal vote that allows Sierra Vista to expend CCTC funds and what invoices are "pre-approved." Judy Hector
5. Approval for Sierra Vista to charge staff time in-kind expenditures\* Sierra Vista would like to expense Kate's, graphic designers', writers', and administrative time against our dues. Judy Hector
6. Free Camping at the Cochise Visitor Center. Allen Baker
7. Email list - discuss the potential to collect emails and dump them into Sierra Vista's marketing automation application. Judy Hector
8. Should CCTC post events from non-CCTC communities on its Facebook page and events listings on exploreCochise.com? Judy Hector
9. Google Trekker – talk about each community using Google Trekker

**Community Announcements:** Benson – Bisbee – Douglas – Sierra Vista – Tombstone – Willcox

**Items for consideration to be placed on a future Agenda:**

**Next Meeting Location/Date:** Bisbee

**Meeting Adjourned:**

**Note: The CCTC members and guests may meet for lunch 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 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*.