



**AGENDA for the COCHISE COUNTY TOURISM COUNCIL**

Date: Wednesday, April 24, 2019

Time: 10 a.m.

Venue/Location of meeting and address:

*Benson City Grille, San Pedro Golf Course, 926 N. Madison Avenue, Benson, AZ 85602*

**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**

**Call to Public**

**Minutes**

**Reports: Treasurer's Report:** Judy Hector, City of Sierra Vista

**PR Report:** Kate Cox, CCTC Marketing Coordinator

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

1. New photo for CCTC marketing – Kate Cox, Marketing Coordinator
2. AAA Via Magazine ad campaign contacts – Kate Cox, Marketing Coordinator
3. Governor's Conference on Tourism registration fee – Kate Cox, Marketing Coordinator
4. 2019/2020 Budget update – Judy Hector, City of Sierra Vista
5. Intercept Study – Amanda Baillie, Cochise County
6. Branding update – Amanda Baillie, Cochise County
7. AOT Visitor Center designation policy – Bob Nilson, City of Benson
8. CCTC booth policy – Amanda Baillie, Cochise County
9. Economic Impact reports – Bob Nilson, City of Benson
10. Non-voting CCTC members discussion – Bob Nilson, City of Benson

**Community Announcements:** Benson – Bisbee – County – Cochise College – Douglas – SEAGO –Sierra Vista – Tombstone - Willcox (Brief overview)

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

**Next Meeting Location/Date:** Wednesday, May 22, at 10 a.m. (Conference Call)

**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*.