



Cochise County Tourism Council – Action Item Minutes

May 23, 2018

2:00 pm | Mountain Standard Time (Arizona, GMT-07:00) | 2 hrs

Meeting number (access code): 808 157 605

Phone # 415-655-0001 US TOLL

Meeting called to order at 2:05 p.m. by Bob Nilson

ROLL CALL

Benson: Bob Nilson

Bisbee: Jen Luria

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Douglas: Angelica Novoa

Willcox: Alan Baker

County: Absent

Guests in Attendance: Kate Cox

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.*

None

Minutes: Approval of Tabled minutes from March 28, 2018 phone meeting. Kate will supply the meeting notes at the June 2018 meeting for approval. No action taken.

Approval of minutes from April 25, 2018 Bisbee meeting. Steve Troncale made a motion to approve the minutes. Judy Hector seconded the motion. Vote taken, all in favor.

Treasurer's Report: No report given.

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

Google Trekker: Kate provided the paperwork to be filled out by each community. Due June 6th.

PR: Kate provided a power point with online metrics and explained them

Budget: No update

Film: No update

Discussion/ Action: Only Action Items are noted.

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

- 1. KVOA Press Packages - Kate Cox Tabled** Kate presented two possible advertising packages offered through KVOA. Press packages included TV and mobile advertising. Judy Hector made a motion to table this item until we have our strategic planning session. Jen Luria seconded the motion. All in favor.

2. **New Advertising Opportunities** – Kate Cox provided new ad opportunities from Phoenix New Times. There may be a summer guide remnant ad we can secure now for an economical price. She will work with them on additional advertising packages. Discussion only.
3. **Nominations for Tourism Awards** each community was asked to contribute to the nomination of Roger Naylor. Kate will submit on behalf of the group. Discussion only.
4. **Strategic Planning AOT Coop and Budget** the AOT Coop will not be available until the first of June. Jen made a motion to table this item until the strategic planning session. Judy seconded the motion. All in favor.
5. **Approval of any CCTC Bills** no current bills to approve. Discussion only.
6. **Discussion on establishing an office and staff/director for the CCTC** – Jen proposed the iBisbee Committee offered to endorse this change by drafting a letter to the CCTC Steering Committee. The CCTC would like to form an ad hoc committee to work together to make a recommendation to the CCTC Steering Committee. The ad hoc committee will spend the next 9 months to put this together. Discussion only.
7. **Replacing Edible Baja advertising with a digital campaign under the current AOT Cooperative for the months of June – August 2018** – Jen Luria CCTC didn't have any remaining ad contract with Edible Baja. Discussion only.

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

Items for consideration to be placed on a future Agenda:

Next Meeting Location/Date: Cochise County – June 27th, 2018

Meeting Adjourned: Alan Baker made a motion to adjourn the meeting. The motion was seconded by Angelica. Vote taken, motion passed unanimously Meeting adjourned at 3:18pm.

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*.