



Cochise County Tourism Council – Action Item Minutes

March 28, 2018

Phone Conference

1-415-655-0001

Meeting number (access code): 808 625 638

Meeting password: eJqQ46u4

Meeting called to order at 2:11 PM by Bob Nilson

ROLL CALL

Benson: Bob Nilson

Bisbee: Absent

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Douglas: Angelica Novoa

Willcox: Alan Baker

County: Absent

Guests in Attendance: Kate Cox, Libby Schaaf and Chris Karges

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: Alan Baker made a motion to approve minutes of the February 21, 2018 meeting. The motion was seconded by Angelica Novoa. Vote taken, motion passed unanimously. Discussion to change typo on item #7 of “Infusionsoft” to correct spelling. Alan moved to accept minutes with the correction. Vote taken, 3 in favor. None opposed. Motion passes.

Treasurer’s Report: Steve Troncale moves to approve the treasurer’s report. Alan Baker seconded the motion. No discussion. Vote taken, 4 in favor. None opposed. Motion passes.

Committee Reports:

1. **Film:** No update at this time.
2. **Public Relations:** Kate Cox provided update on social media and website stats. She also gave updates on HARO (help a reporter out) and how March travel writer (Terri Marshall) visit went.
3. **Budget:** Discussed:
 - a. Target markets
 - b. How to invest money
 - c. Timing of AOT
 - i. Kate to review
 - ii. Webinar to explain in June



- d. Executive Committee with Steering Committee
 - i. Discuss Bisbee AOT Co-op at meeting in April
 - ii. Strategic Planning

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

1. Google Trekker – talk about each community using Google Trekker
 - a. Judy explained for Steve’s benefit
 - b. Kate will have report for Bisbee meeting April 25, 2018
2. Approval of additional \$8-\$12 per month for insurance for Kate’s Cell Phone.
 - a. Steve Troncale moved for the addition of \$8-\$12 per month for insurance to be covered by CCTC for Kate’s CCTC cell phone. Judy Hector seconded motion. No discussion. All in favor; none opposed. Motion passed.
3. Should CCTC post events from non-CCTC communities on its Facebook page and events listings on exploreCochise.com? Are we developing a policy? Judy Hector
 - a. Alan Baker has been looking into developing a policy.
 - b. Discussion: Pay to play. Communities urged to think about this until next meeting.
 - c. Steve Troncale moved to table until Bisbee meeting April 25, 2018. Alan Baker seconded. All in favor. None opposed. Motion passed.
4. Approval of any CCTC Bills.
 - a. Nothing in excess of \$3500 to claim.

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

Note: Does CCTC want to become involved in the push for Chiricahua National Monumnet to become a National Park?

Next Meeting Location and Date: Bisbee location TBD April 25th, 2018

Motion to Adjourn:

Judy Hector moved to adjourn the meeting. The motion was seconded by Alan Baker. Vote taken, motion passed unanimously Meeting adjourned.