



Cochise County Tourism Council – Action Item Minutes

Date: March 6, 2019 | Time: 10:00am
Location: Cochise County Visitor's Center
1500 N. Circle I Road
Willcox, Arizona

Meeting called to order 10:10 a.m. by Cochise County Tourism Council Chair- Ms. Amanda Baillie

ROLL CALL

Benson: Bob Nilson

Bisbee: Absent

Sierra Vista: Judy Hector

Tombstone: Jon Donahue

Douglas: unofficial representative

Willcox: Caleb Blaschke

County: Amanda Baillie

SEAGO: Absent

Cochise College: Absent

Guests in Attendance:

- Kate Cox, CCTC Marketing Coordinator
- Gail Berry, Willcox Theatre
- Ron Berry, Willcox Arts Board
- Lesli Scofield, Studio 128
- Sunny Quatchon, Tombstone Forward

Call to the Public: Quick introduction of those in attendance

Minutes: Judy Hector moved to approve January 23rd minutes, Jon Donahue seconded, no discussion – All in favor. Motion passes.

Treasurer's Report: Judy Hector provided updated report. Questions were posed about Total Expenditures line item. Judy Hector to review, revise if necessary and send out updated report post-meeting. Report tabled for next meeting.

Committee Reports:

- 1. Public Relations:** Update by Kate Cox – Google Analytics, Advertising Projects in progress and upcoming, reminder for Gift Basket Items from communities - Discussion Only - No Action Taken
- 2. Budget:** Update by Judy Hector – FY2019-2020 presented for review - Discussion Only - No Action Taken

Discussion/Action: Only Action Items are noted.

- 1. CCTC Overview** (presented by Kate Cox, CCTC Marketing Coordinator) - Discussion Only - No Action Taken



2. Willcox Marketing & Tourism Commission / Visitor Center (presented by Caleb Blaschke, City of Willcox) - Discussion Only - No Action Taken
3. Sponsorship of Travel Writer, Sandy Bornstein (presented by Kate Cox) – Bob Nilson moved to sponsor Sandy Bornstein’s flight and rental vehicle stipend for her Travel Writer trip to Cochise County for no more than \$650, Caleb Blaschke seconded – Discussion: none – All in favor. Motion Passes.
4. Tabletop and retractable banners for tradeshow, etc. (presented by Kate Cox) – Amanda Baillie moves to provide Kate Cox with \$160 to spend on tabletop and retractable banners to use at promotional events, Bob Nilson seconded – Discussion: none – All in favor. Motion passes.
5. NTA Conference/Approval of overnight stay funding (presented by Kate Cox) – Amanda Baillie moves to cover Kate Cox’s overnight stay at Best Western and food during event for up to \$400, Judy Hector seconded – Discussion: none – All in favor. Motion Passes.
6. Round-up Magazine Convention Sponsorship Opening Ceremonies (presented by Kate Cox) – Judy Hector moves to sponsor 2019 Opening Ceremonies for Round-up Magazine and Western Writers of America Convention for \$600, Caleb Blaschke seconded – Discussion: Jon Donahue asked if we could share a video or give a speech. The provisions CCTC would receive in return for its sponsorship were clarified. – All in favor. Motion passes.
7. SonoraFest (presented by Judy Hector, City of Sierra Vista) - Discussion Only - No Action Taken
8. Future branding/promotional direction (presented by Amanda Baillie, Cochise County) - Discussion Only - No Action Taken
9. Vote for Vice Chair and Secretary (presented by Amanda Baillie) – Judy Hector nominates Bob Nilson of Benson for Vice Chair, Amanda Baillie seconded – Discussion: none – 4 for, 0 against. Motion passes. Judy nominates Caleb Blaschke of Willcox for Secretary (aka Administrative Assistant) Bob Nilson seconded – Discussion: none – All in favor. Motion passes.

Community Announcements: Omitted due to length of meeting.

Next Meeting Location and Date: Judy Hector moves to dismiss March meeting, Amanda Baillie seconded – Discussion: none – All in favor. Motion passes.

Motion to Adjourn:

Amanda Baillie moved to adjourn meeting, Bob Nilson seconded – All in favor. Motion passes. Meeting adjourned 12:28 p.m.