



COCHISE COUNTY TOURISM COUNCIL – Action Item Minutes

March 28, 2019

Cochise College, Benson Campus
Benson, AZ

Meeting called to order at 10:05 a.m. by Amanda Baillie

Roll Call

Benson: Bob Nilson
Bisbee:
Douglas:
Sierra Vista: Judy Hector
Tombstone: Steve Troncale
Willcox: Caleb Blaschke
County: Amanda Baillie

Guests in Attendance: Alan Baker, Mark Schmidt, Mark Clein, Larry Catten, Kathy (Benson Visitor Center)

Call to Public:

Mark Schmidt and Larry Catten both asked why they were not members any longer. Judy Hector responded that the membership was defined by the IGA, noting that meetings are public meetings and they are welcome to attend.

Discussion/ Action: Only Action Items are noted.

1. **Madden Media video invoice.** Steve made the motion to approve the invoice from Madden Media, in the amount of \$5,000 for the So-Fi video. Bob seconded the motion. All in favor.
2. **CCTC Rebranding.** *Discussion only. No action taken.*

Amanda noted that we recognize and respect the history of Cochise County, but would like to recognize the new attractions as well, such as the wineries, outdoor adventure opportunities, and Bisbee. She proposed that we look at where now we are for purposes of rebranding. She recapped the presentation made by herself and Kate Cox at the Mayor/Manager meeting, noting that it received “great response” from those in attendance. She also mentioned a rebranding project to the group and it was also enthusiastically received. With regard to rebranding, she would like to work with a professional consultant and develop a brand that can be used for tourism, economic development, and quality of life messaging. She also noted that the Arizona Office of Tourism (AOT) published a profile of why people visit Southeastern Arizona, which is for shopping, and culinary and cultural experiences. She said that CCTC marketing needs to appeal to younger generations that are seeing experiences.

Bob said that he believes the current “Land of Legends” is still functional and should not be changed.

Steve said that history should be valued and that it is the “hook” that draws people in to visit Cochise County.

Judy explained what steps are branding process involves.

Steve questioned whether or not we need an intercept study. Amanda said that an intercept study would likely be part of the branding research. Steve reviewed the process from the 2012/13 intercept study and said that he would like a new intercept study done. He also noted that he would like a vote on whatever brand might be presented to replace the “Land of Legends” brand. Amanda said that everyone would be involved in the process. Judy noted that the branding process might demonstrate that “Land of Legends” is the right brand.

Bob expressed concerns about the cost for a rebranding. Amanda said that each community might invest a little more in FY19-20. She said she is confident that the County will increase funding back to the \$34,000. Judy suggested that we might dip into the carry-over funds.

Caleb said that an intercept study and branding are two different things and advocated for both. Judy agreed.

Bob said the priority should be the intercept study and that we should wait 1-2 years to rebrand because of the cost. Judy said that we don’t know the cost until we go through the procurement process.

Amanda said that she would pitch both ideas to the Cochise County Tourism Steering Committee (CCTSC). Asked if she and Judy could put together a proposed budget for the projects.

Caleb suggested that a rough scope for both projects be taken to the CCTSC board. He noted that Willcox may do its own intercept study. Judy said that Sierra Vista would like to do its own as well.

Amanda will let everyone know when the CCTSC board meets so that CCTC board members can attend if they want. She will prepare the presentation for the CCTSC presentation.

3. **Intercept Study.** *Addressed in the above discussion item. No action taken.*

Next Meeting Location/Date: The next regular meeting of CCTC will be Wednesday, April 24, at 10 a.m. in Benson (location to be determined).

Motion to Adjourn: Steve made the motion to adjourn. Meeting adjourned at 10:50 a.m.