

Cochise Tourism Council Minutes

4.24.2019

Meeting called to order at 10:03 a.m. by Chair Amanda Baillie

Roll Call: All Members Present (Bob Nilson – Benson, Iona Smerekanich – Bisbee, Amanda Baillie – Cochise County, Aaliya Montoya – Douglas, Judy Hector – Sierra Vista, Jonathan Donahue – Tombstone, Caleb Blaschke – Willcox)

Also present: Vicki Vivian (City of Benson City Manager)

Call to Public: No Comment

Minutes: Approval of Regular Meeting (March 6) Minutes: Bob Nilson - Motion, Iona Smerekanich - Second. No discussion. Approved unanimously.

Special Meeting Minutes (March 28): Bob Nilson requested the word ‘history’ be added to the list of reasons why people visit Cochise County, cited by Amanda Baillie during the special meeting. Judy Hector and Amanda Baillie explained words cannot be added if they were not said or recorded at the time. Judy Hector made a motion, Caleb Blaschke provided a second. Iona Smerekanich abstained, and Bob Nilson and Jonathan Donahue voted against. Minutes were approved by majority vote.

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
 - a. The Commission decided to form a subcommittee to help pick a new photograph for marketing purposes: Aaliyah Montoya, Judy Hector, Amanda Baillie & Kate Cox. The subcommittee will provide its top 3 to the Commission at the next meeting in May. Discussion only.
2. AAA Via Magazine ad campaign contacts
 - a. Kate Cox asked the Commission how we should use the leads provided through Via magazine. It was suggested we mail the Cochise County marketing brochure directly to save money on envelopes. Amanda Baillie moved that the CCTC allow Kate Cox to budget for and mail the brochures, Iona Smerekanich provided a second. Unanimous approval.
3. Governor’s Conference on Tourism registration fee for Kate Cox
 - a. The funds were already available in the 2018-19 budget for registration. No action needed.
4. 2019/2020 Budget update

- a. Judy Hector reviewed the revised draft budget. She will add a postage line and final budget will come before the steering committee for approval. Discussion only.
5. Intercept Study
 - a. Kate Cox will continue talks with the AZ Office of Tourism. Communities who would like additional details pertaining to their local area should contact Kate Cox. This additional information would be the responsibility of the local jurisdiction. Discussion only.
 6. Branding update
 - a. Amanda Baillie provided an overview of the proposed re-branding to the Mayor/City Manager meeting. There were positive comments from this group. Discussion followed about whether re-branding should be pursued. It was agreed the final decision should be made by the Steering Committee meeting. Discussion only.
 7. AOT Visitor Center designation policy
 - a. Members felt that the AOT is overstepping its bounds. The conversation will be continued with next steps at the Steering Committee. Discussion only.
 8. CCTC booth policy
 - a. Kate Cox will be the primary representative at CCTC booths. Amanda Baillie, as the County representative, will assist when needed.
 9. Economic Impact reports
 - a. Bob Nilson proposed economic impact reports to be provided by Dr. Robert Carreira for an annual fee of \$1,200. After discussion, it was agreed Kate Cox can run similar reports for no additional cost.
 10. Non-voting CCTC members discussion
 - a. Amanda Baillie will discuss with the County Attorney on how the CCTC can interact with non-voting members.

Community Announcements: Each representative discussed community announcements and events.

Next Meeting Location/Date: Wednesday, May 22, at 10 a.m. Amanda Baillie will research a location for the next meeting.

Meeting Adjourned: 11:58 a.m.