



## **Cochise County Tourism Council – Action Item Minutes**

March 23, 2016

Gateway Studio Suites – 203 S. Garden Ave.  
Sierra Vista, Arizona

Meeting called to order at 9:01am by Judy Hector, Co-Chair

### **ROLL CALL**

**Benson:** Bob Nilson

**Bisbee:** Jen Luria

**Sierra Vista:** Judy Hector

**Tombstone:** Steve Troncale

**Douglas:** Del Cabarga, Humberto Rivera

**Willcox:** Brenda Haas

**County:** Lisa Marra

**SEAGO:** Absent

**Cochise College:** Sharon Gilman

**Guests in Attendance:** Bob Gent, Vivek Patel, Moe Sinsley

**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.*

Mr. Vivek Patel, General Manager of the Gateway Studio Suites welcomed the CCTC and introduced the hotel. He stayed for the meeting and gave a tour of the property afterwards.

**Minutes:** Approval of Minutes tabled as Secretary Christina Plascencia was not in attendance.

**Treasurer's Report:** Lisa Marra gave the Treasurer's report for the month of February. One invoice in the amount of \$3083.33 was paid.

### **Committee Reports:**

- 1. Film** None
- 2. Public Relations:** Lisa Marra gave the PR report from the meeting held via conference call on 3-9-16 at 2:00pm
- 3. Budget:** None



**Discussion/Action:**

1. **Changing of the Chiricahua National Monument to Chiricahua National Park Update.** Bob Gent gave an update. Discussion only, no action taken.
2. **To support the Arizona Tourism and Lodging Association Wine and Dine event with a silent auction item/ package from the Cochise County Tourism Council.** Members agreed to donate items individually using no CCTC funds. Anyone interested in donating items should get them to Judy Hector by 3/25/16. Discussion only, no CCTC action taken
3. **Advertising Campaign for summer season to Tucson Market Bicycling Community. Assignment of duties to CCTC Member to help with marketing effort.** Items #3 and #4 were combined for discussion and possible action. Judy Hector will research the Tucson and Phoenix bicycle markets. Jenn Luria suggested we focus on an online, social media campaign using the existing CCTC Facebook and Instagram resources. Bob Nilson made a motion to spend up to \$2,000 on a summer marketing campaign focusing on attracting the Tucson and Phoenix visitors. Steve Troncale seconded the motion. With no further discussion the motion passed unanimously.
4. **To expend funds on a social media effort for summer marketing campaign.** See above
5. **Explanation of requirement that all CCTC Member Communities publish Agendas and Minutes on their web sites.** Lisa Marra gave an update on the Open Meeting Law requirement that each City along with the County post all agendas and minutes on their websites. Discussion about email correspondence and sub-committee meetings. Discussion only, no action taken.
6. **Open Meeting Law Compliance update.** Discussion only, no action taken.
7. **To Schedule a work session to attend Open Meeting Law Training.** Discussion only, no action taken.

**Community Announcements:** CCTC Members in attendance spoke of various upcoming community events or promotions. Discussion only, no action taken.

**Next Meeting Location and Date:** April 27, 2016 at 9:00am in Tombstone, AZ. Location TBD.

**Meeting Adjourned:** Meeting adjourned at 11:12 am.

Action Item Minutes taken by Lisa Marra