



Cochise County Tourism Council – Action Item Minutes

September 26, 2018

2:00pm

Phone Conference

Meeting called to order at 2:04 pm. By Cochise County Tourism Council Chair- Ms. Jennifer Luria

ROLL CALL

Benson: Bib Nilson

Bisbee: Jen Luria

Sierra Vista: Judy Hector

Tombstone: Absent

Douglas: Angelica Novoa

Willcox: Absent

County: Amanda Bailee

Guests in Attendance: Kate Cox- Cochise County Tourism Council- Marketing Coordinator

Call to the Public: None

Minutes: Approval of minutes from August 22, 2018 meeting **Bon Nilson made a motion to approve the August 22, 2018 minutes. Judy Hector seconded motion. Vote taken. All in favor.**

Committee Reports:

1. Treasurer's Report: Judy Hector provided update only.

2. Film: Jen Luria update on **Bisbee 17 Documentary** currently showing in Theatres. Film has been extended one additional week in Arizona. This film highlights Bisbee Arizona community.

3. Public Relations:

Kate Cox gave update on report on Website and Facebook analytics and updates on RV Travel Guide, Experience AZ, Travel Classics West Ad, Tucson official Travel Guide, Experience AZ: Play Ball. Kate reminded everyone to call her as soon as we have the door prizes for the gift baskets. Update on German Mission with Visit Tucson.



Discussion/Action: Only Action Items are noted.

1. AZ Media Marketplace
 - 1) Arizona Media Marketplace delegate cost \$300 - **Discussion. Motion to approve Kate Cox as delegate and man the booth at Arizona Media Marketplace cost \$300.00 by Judy Hector, seconded by Bob Nilson. Vote taken. All in Favor.**
 - 2) Handouts/prizes: \$250.00-\$350.00- **Discussion. Motion to approve amount for the bag handout move Amanda Baillie and second by Judy Hector. Vote Taken. All in Favor.**
 - 3) Media Kits on jumps drives: + 400.00 (~\$4 each) - **Discussion. Motion to approve expenditure of 400.00 on wafer jump driver 4 GB size by Judy Hector, seconded by Amanda Baillie.**
2. Roundup Magazine is Western Writers of America's celebrating publication. WWA will be holding their annual convention in Arizona next year. Advertising in the February edition of the publication. 2 full page ads in different issues- **Discussion. Motion for \$900.00 for two full page ads in two different issues by Bob Nilson, seconded by Jen Luria. Vote taken. All in Favor.**
3. Survey help from Kates Contact- **Discussion Only.**
4. Travel Classics West FAM Tour Itinerary- **Discussion Only.**
5. Miss Rodeo Arizona proposal- **Discussion. Tabled until next meeting.**
6. Letter of support to Cochise County Brownfields Coalition Assessment Grant- **Discussion Tabled for next meeting.**
7. Madden Media video on boarding call- **Discussion Only.**
8. \$1500 for birding promotions for the year with the year with SW Wings & Wings over Wilcox- Discussion – **Tabled for next meeting.**

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



Next Meeting Location and Date: Sierra Vista, Arizona October 24, 2018

Motion to Adjourn:

Bob Nilson -made a motion to adjourn the meeting. The motion was seconded by Amanda Baille. Vote taken. All in Favor. Meeting adjourned at 3:30 pm.