



## Cochise County Tourism Council – Action Item Minutes

February 21, 2018  
Amerind Museum Library  
2100 N. Amerind Road  
Dragoon, AZ 85609

Meeting called to order at 9:12 AM by Bob Nilson

### ROLL CALL

**Benson:** Bob Nilson

**Bisbee:** Jen Luria

**Sierra Vista:** Judy Hector

**Tombstone:** Jonathan Donahue

**Douglas:** Humberto Rivera

**Willcox:** Alan Baker

**County:** Excused

**Guests in Attendance:** Larry Catten, Kate Cox, Rachael Hudson, Angelica Novoa, Sunny Quatchon, Libby Schaaf and Chris Karges

**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.*

None

**Minutes:** Alan Baker made a motion to approve Action Items of the September 27th, 2017 meeting. The motion was seconded by Judy Hector. Vote taken, motion passed unanimously. Discussion to move SEAGO and Cochise College to guests  
Judy made a motion to approve Action Items of the December 6<sup>th</sup>, 2017 meeting. The motion was seconded by Humberto Rivera. Vote taken, motion passed unanimously.  
Alan made a motion to approve Action Items of the January 10<sup>th</sup>, 2018 Special Meeting. The motion was seconded by Judy Hector. Vote taken, motion passed unanimously.

**Treasurer's Report:** Jen Luria made a motion to approve the treasurer's report. Alan seconded the motion. Vote taken, all in favor.

### Committee Reports:

- 1. Film:** Southwest Silver Boom film fest coming to Sierra Vista Sept. 29<sup>th</sup> at the Uptown Theater
- 2. Public Relations:** Kate Cox gave an update on social media and website stats. She also gave updates on HARO (help a reporter out), travel writer coming in March and the AOT Fam Tour that took place in Feb.
- 3. Budget:** Committee did not meet



**Discussion/Action: Only Action Items are noted.**

- 1. Possible change of meeting time from 9:00am to 10:00am.** Judy made a motion to change the meeting time to 10:00am. Jen Luria seconded the motion. All in favor.
- 2. Possible change of meeting back to monthly meetings.** Alan tabled the discussion and moved on to agenda item 4. (see agenda item 4.) Judy made a motion to keep bimonthly meetings. Jen seconded the motion. Discussion: Alan wants to make sure everyone is kept up-to-date on community events. Judy amends to meet in person every other month and teleconference in between. Alan seconded the motion. Vote taken, all in favor.
- 3. Additional expense for CCTC cell phone.** Alan made a motion to agree to \$64 a month with unlimited data for a cell phone to be used by the CCTC Marketing Coordinator. Jonathan Donahue seconded the motion. Discussion: does the CCTC own the phone, is there insurance included and will the CCTC pay Sierra Vista for the phone. Vote taken, all in favor.
- 4. Expenditure of CCTC funds by fiscal agent\* Seeking a formal vote that allows Sierra Vista to expend CCTC funds and what invoices are “pre-approved”.** Discussion: create a policy for an expenditure limitation for Sierra Vista to pay invoices up to \$3,500.00. Add expenditures to a consent agenda for each meeting. Discussion only no action taken.
- 5. Approval for Sierra Vista to charge staff time in-kind expenditures” Sierra Vista would like to expense Kate’s, graphic designers’, writers’, and administrative time against our dues.** Alan made a motion to keep a clean paper trail of duties and finances and not do anything ‘in kind’. Jonathan seconded the motion. Vote taken, all in favor. Judy opposed.
- 6. Free camping at the Cochise County Visitor Center.** Jonathan made a motion to post no camping or overnight parking signs up and have information on alternative places to stay in order to promote lodging and RV Parks in the area. Judy seconded the motion. All in favor.
- 7. Email list – discuss the potential to collect emails and dump them into Sierra Vista’s marketing automation application.** Jen made a motion to have CCTC collected emails imported into Sierra Vista’s Infusion soft program to run CCTC specific email campaigns. Alan seconded the motion. All in favor.
- 8. Should CCTC post events from non-CCTC communities on its Facebook page and event listings on [www.explorecochise.com](http://www.explorecochise.com)?** Discussion: Alan will look at drafting up a policy to handle this. Alan made a motion to table this item until next meeting. Judy seconded the motion. All in favor.
- 9. Google Trekker opportunity.** Judy will set up a conference call to get more information. Jen, Jonathan, Angelica, Alan and Bob would also like to be on the call. Discussion only. Not action taken.



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

**Next Meeting Location and Date:** Teleconference March 28<sup>th</sup>, 2018 / Bisbee location TBD April 25<sup>th</sup>, 2018

**Motion to Adjourn:**

Judy made a motion to adjourn the meeting. The motion was seconded by Alan. Vote taken, motion passed unanimously Meeting adjourned at 11:49am.