



## Cochise County Tourism Council – Action Item Minutes

April 25, 2018

The Cochise County Offices

10:00 a.m. Inside the Small Conference Room

1415 Melody Lane Bldg. G

Bisbee, AZ 85603

Meeting called to order at 10:00 AM by Bob Nilson

### ROLL CALL

**Benson:** Bob Nilson

**Bisbee:** Jen Luria

**Sierra Vista:** Judy Hector

**Tombstone:** Steve Troncale

**Douglas:** Angelica Novoa

**Willcox:** Alan Baker

**County:** Amanda Baillie

**Guests in Attendance:** Kate Cox, Rachael Hudson 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:** Approval of minutes from March 28, 2018 phone meeting. Steve Troncale made a motion to table the minutes until the next meeting. Alan seconded the motion. Vote taken, all in favor.

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

### Committee Reports: Please give a brief overview of the committee report (action item minutes)

**PR:** Judy Hector gave an update on attending the AOT roundtable in Phoenix. Kate Cox gave an update on an International FAM Tour coming late July as well as the upcoming AOT Fam tour coming May 1 – 3<sup>rd</sup>, 2018. Kate talked about the Good Morning AZ field trip to Willcox and working with the photographer from airzonayeti.com. Kate also updated the group on CCTC social media and online stats.

**Budget:** Committee did not meet

**Film:** Jen Luria gave an update on the filming from Run Coyote Run that took place in Bisbee.

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

- 1. Google Trekker – Update from Kate Cox on Google Trekker.** Kate will get sponsorship information and help prepare the proposal. A committee will be formed to include Steve Troncale, Alan Baker and Kate Cox. Discussion only.

2. **Tabled Item from 3/28/2018 - Should CCTC post events from non-CCTC communities on its Facebook page and events listings on exploreCochise.com? We need to develop a policy - input from Amanda Baillie.** A disclaimer of “subject to approval” will be added to the explorecochise.com site under the event listing submission. Discussion only.
3. **Strategic Planning AOT Coop and Budget.** Judy Hector made a motion to table this item because the AOT coop will not be available for review until June. Angelica Novoa seconded the motion. Vote taken, all in favor.
4. **Update Change Chiricahua National Monument to Chiricahua National Park.** An update will be added to the agenda in about 6 months. Discussion only.
5. **Approval of Certified Contracts.** Alan made a motion to approve the Certified Folder Contract. Judy seconded the motion. Vote taken, all in favor.
6. **Approval of any CCTC Bills.** Jen Luria made a motion to allocate \$4000 to HMA for the Good Morning AZ field trip to Willcox as well as registering Kate Cox for the Governor’s Conference on Tourism 2018 from the FY19 budget. Amanda Baillie seconded the motion. Vote taken, all in favor.
7. **See if CCTC would be interested in extending the birding advertising co-op.** Steve made a motion to approve a cooperative partnership with county communities for birding advertising. Judy seconded the motion. Vote take, all in favor.
8. **Discussion on CCTC taking on economic development along with Tourism.** Amanda gave an update on the direction Cochise County will be taking for FY19. The county will be focusing on quality of life and attracting population as a part of economic development. For this funds from CCTC’s budget will be allocated to Amanda Baillie’s marketing budget so that she can help market the county. Discussion only.
9. **How to possibly word the IGA to include economic development.** The financial section will need to be updated since the funding amount will change. Discussion only.

**Community Announcements:** Benson – Bisbee – Douglas – Sierra Vista – Tombstone – Willcox

**Items for consideration to be placed on a future Agenda:**

**Next Meeting Location/Date:** Phone Conference May 23<sup>rd</sup>, 2018

**Meeting Adjourned:** Judy made a motion to adjourn the meeting. The motion was seconded by Amanda. Vote taken, motion passed unanimously Meeting adjourned at 12:16pm.

**NOTICE:** The Cochise County Tourism Council, CCTC, operates by an *Intergovernmental Agreement* which is a contract between local governments. The CCTC is required to operate under Open Meeting Laws that govern Arizona’s Public Bodies and how they have meetings. The CCTC is officially a *Destination Marketing Organization*.