



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

July 25, 2018

Phone Conference

1-415-655-00001

Access Code: 805 366 448

Meeting called to order at 2:06 pm by Cochise County Tourism Council President – Ms. Jennifer Luria

### **ROLL CALL**

**Benson:** Bob Nilson

**Bisbee:** Jen Luria

**Sierra Vista:** Judy Hector

**Tombstone:** Absent

**Douglas:** Angelica Novoa

**Willcox:** Absent

**County:** Amanda Baille

**Guests in Attendance:** Kate Cox –Cochise County Tourism Council- Marketing Coordinator and Kris Karges Cochise College.

**Call to the Public:** None

**Minutes:** Approval of minutes from June 18, 2018 special phone meeting-Bob Nielsen made a motion to approve the June 18, 2018 minutes. Judy Hector seconded the motion. Vote taken. All in favor.

Approval of minutes from June 27, 2018 regular meeting- Judy Hector made a motion to approve the June 27, 2018 minutes. Bob Nilson seconded the motion. Vote taken. All in favor.

**Treasurer’s Report:** Judy Hector provided update. Discussion only.

### **Committee Reports:**

- 1. Public Relations:** Kate provided an update on the web analytics and explained reaching lower age groups, across the board decreasing number of sessions; however increase on new session started. Top countries reached- United States, Azerbaijan, Canada, Peru, France, South Korea, Afghanistan, Mexico, United Kingdom, and Germany. Kate also updated on Travel Writer Terri



Marshall that wrote about Willcox Arizona in 5 *spectacular Sunsets across the USA.*

2. **Budget:** Committee did not meet
3. **Film:** No update

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

1. **HMA PR-** service contract cancelled- Judy Hector- Discussion Only- Revisit in 5-6 months.
2. **Google Trekker** update and status- Kate Cox reminded that assistance forms should be completed and submitted by third week of August 2018. **Discussion only. No Action.**
3. **Recap of Governor's Conference on Tourism-** Kate Cox Acknowledge CCTC and thanked everyone for opportunity to attend. Also working on personal stories in each community asked members to submit information. Posting of Roger Naylor's award winning has increased the number of people visiting site up to 3000 views. Kate working with Madden Media on BETA testing. **Discussion only. No action**

Bob Nilson commented on one of the speakers that included Politics in his presentation.  
**Discussion Only No Action**

Amanda Baille mentioned her and TAC member scheduled to speak along with AOT Director Debbie Johnson to discuss Article in USA today on Governors comment on Border Security to the Governor's Council. **Discussion only. No Action**

4. **CCTC Map/Brochure redesign-** Kate Cox updated on West Press -CCTC brochure gave estimate on price and estimated the end of month for approval of brochure. **Discussion only. No Action.**
5. **Approval on any CCTC Bills-** Judy Hector no bills over \$3500.00. **Discussion only. No Action**
6. **Germany mission partnership with Visit Tucson and \$1000.00 sponsorship opportunity-** Kate Cox spoke of Mary Griffin who is promoting VISIT TUCSON in Germany on a 5-7 day Itinerary and would like to partner with CCTC for sponsorship to include Cochise County. Discussion on Media Kit price for inclusion in this Germany Mission. Motion for VISIT TUCSON \$1,000.00 for media mission and up to \$500.00 for media kits and additional promotional materials by Amanda Baille and seconded by Judy Hector. **No discussion- Vote Taken - All in Favor Motion passes**
7. **Travel Classic West lunch sponsorship-** Kate Cox spoke of the invitation to be a sponsor for Travel West- lunch or break. Good exposure in front of the writers and editors and public speaking opportunities, newsletter, discounts in travel adds, this will keep Kate in



touch with writers and editors. Able to place information booths with media kits and brochures. Give us an opportunity to get writers to our area. Gold sponsorship and lunch prices were discussed. \$ 4,950.00 adds value for travel writer from Canada for Bisbee publication was estimate at \$24,000.00 to \$48,000.00. Motion for \$3,750.00 for Gold Sponsorship and up to \$1,500.00 for Lunch or Break preferably to host lunch by Bob Nilson motion seconded by Jen Luria. **No discussion -Vote taken - All in Favor - Motion Passes**

- 8. Play Ball Advertising Opportunity-** Kate Cox- distribution of 100,000 reaches 15 spring training facilities plus Airport. Spring training brings in 630 million to our Arizona economy. Facing page cost \$3,500.00 –Cactus League 70<sup>th</sup> season has approximately 1.9 million fans. In state and out of state interest. Additional discussion on logos capturing of our area. One issue - 100,000 distributions and it a souvenir edition. Scheduled for January 2019. Jen would like to set this aside and talk about Action **Item #9**.
- 9. Experience Arizona Advertising Opportunity and Media Kit-** Kate Cox - Experience AZ offers A day in your community. Kate asked if it can be a weekend in your community. To include a community ad. Kate also explained that Big Media was willing to work with us so we could advertise with the Play Ball and Experience AZ and give us the AOT Co OP prices. Edition would come out in October 2018. Motion from Bob Nilson for combination of **Action Item 8 and 9** for Kate to have a two page spread in Experience AZ with full inside page in the Play Ball publication for under \$5000.00 motion seconded by Amanda Baille. **No discussion - Vote taken - All in Favor -Motion passed.**

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

**Next Meeting Location and Date:** Douglas Arizona, Douglas Visitor Center on August 22, 2018 at 10:00 am

**Motion to Adjourn:**

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