

Agenda
CCTC Public Relations Committee Meeting
May 11, 2016 2:00pm
The number to call is 520-432-8349

ROLL CALL/Members Present:

Bisbee: Jen Luria	Sierra Vista: Judy Hector
Benson: Bob Nilson	Tombstone: Steve Troncale
Cochise County: Lisa Marra	Willcox: Alan Baker
Douglas: Del Cabarga	AZ. Communications Group: Mike Finney

Report from AZ Communications Group:

Current Media Activity

March '16

1-Mar	Arizona Wine	Sunset Magazine	110,000	\$	68,299.00
1-Mar	Legendary Travel Experiences in Cochise County	Grand Lifestyles		\$	2,284.00
	Itsy-bitsy teensy-weensy attractions around			\$	7,548.50
12-Mar	Arizona...Bisbee & Sierra Vista	Arizona Republic	373,935		

April '16

2-Apr	Spring Into Action	Arizona Republic	373,935	\$	2,876.88
	Aspiring actor's dream came true after he				
16-Apr	came home to Willcox	Arizona Republic	373,935	\$	49,822.00

Status of current insertion schedule and ads or photos needed for upcoming publications? Discussion and possible action regarding upcoming ad placement. (Az Com)

Travel Writer Johnny Boggs to Bisbee, Benson, Chiricahua (Az Com and Bisbee)
Travel Writer Jackie Dishner to Amerind, Willcox, Chiricahua (Az Com and Willcox)

Marketing Plan/Branding Development: "Land of Legends" – Status of draft Style Guide with discussion and possible action. Judy Hector volunteered in March to work on a guide that includes brand development. (Sierra Vista)

Promotion and Advertising - Discussion and possible action regarding alternative forms of promotion in conjunction with existing print ad campaign. Are we promoting ourselves and each other? Is there a link on your gov't website to CCTC to enhance SEO or to your Visitor Center? Possible representation in German market by Albert Jennings of Get it Across Marketing. Enhance focus on wine industry, rock climbing events, other unique niche markets. Film promotion opportunity through the Arizona Production Association Resource Guide for film, theater and professionals in Arizona. www.azproduction.com. Discussion and possible action directing Az Com to develop a list of small/medium size production companies in the West to include Arizona, California, Oregon, Washington, Idaho, Montana, Colorado and Utah and reach out to them about the opportunities available throughout the County to film. (Az Com)

AOT Support to CCTC – Discussion and possible action and update following visit by AOT Director Debbie Johnson. Also, results of National Tourism Week social media promotion. (Az Com)

Advertising Insertion Schedules: Discussion and possible action and update on development of a uniform spreadsheet to ensure we are utilizing advertising opportunities and all communities have media focus. Jen Luria volunteered to create this spreadsheet for review. (Az Com)

Adventure Activity: Discussion and possible action regarding the research on what outdoor recreational opportunities are in the region. Hiking, biking, climbing, glider riders, etc. What else is possible? Who are the outfitters? Are there web links, publications or newsletters we could advertise in, presentations of conferences or events they host we could participate in? Az. Communications Group to put together a plan to outreach to these firms with assistance from CCTC PR Committee. (Az Com)

Upcoming Events and Activities:

1. Discussion and possible action and update status on promoting an online campaign for a Spring and Early Summer time frame and resources to promote CCTC and region. A budget of \$1200 has been established to develop a campaign strictly through online and social media promotion to make this the best place to visit during that time of year. (Judy)
2. Discussion and possible action on various Communities update CCTC site and AOT site. Are there activities and events that could be the subject of a press release or social media outreach?
3. Discussion and possible action on how to utilize paid social media (ie Facebook boosts) that require a credit card. Can Az Comm take care of those when requested by CCTC and seek reimbursement like they do travel and or mileage costs?

Photos: Discussion and possible action regarding photos of events and activities in the County. Have we moved forward with getting pics of people enjoying events and/or activities around the County? Do we need to assign specific events or activities to get photos taken and posted into photobank? (Az Com)

NOTICE: The Public Relations Committee is a working group of The Cochise County Tourism Council, CCTC, which operates by an *Intergovernmental Agreement* which is a contract between governments. The Cochise County Tourism Council 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*.