



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

May 25, 2016, 9:00 a.m.

Cochise County Visitor Center – 1500 N.Circle I Road  
Willcox, Arizona

The meeting was called to order at 9:11 a.m. by Alan Baker, Chairman.

### **ROLL CALL**

**Benson:** Bob Nilson

**Bisbee:** Jen Luria, Cristina Plascencia

**Sierra Vista:** Judy Hector

**Tombstone:** Bill Pakinkis, Steve Troncale

**Douglas:** Del Cabarga

**Willcox:** Alan Baker, Brenda Haas

**County:** Lisa Marra

**SEAGO:** Larry Catten

**Cochise College:** Mark Schmidt

**Guest in Attendance:** Johnny Roland, The Tombstone Gunfighters and Annie Graeme Larkin, Amerind Museum.

**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.*

Ms. Larkin introduced herself as a guest of the City of Douglas and gave the audience an overview of the Amerind Museum

**Minutes:** Action Item Minutes of the April 27, 2016 meeting were submitted. Judy Hector made a motion to approve. The motion was seconded by Steve Troncale. A vote was taken and motion passed unanimously.

**Treasurer's Report:** Lisa Marra gave the Treasurer's Report for the month of April. All bills were paid and everything was in order.

### **Committee Reports:**

**Public Relations:** Lisa Marra reported on the Cochise County Tourism Council's Committee meeting of May 11, 2016 (see written report).

### **Discussion/Action:**

1. Johnny Roland is a TV/radio host living in Tombstone. He made a presentation to members of his desires to help promote Cochise County /Tombstone. Enthusiastic about bringing shooting matches to the area in the spirit of preserving our 2<sup>nd</sup> Amendment Rights. Wants to appeal to international audiences. No action taken.



2. Lisa Marra reported on the Steering Committee referencing 5/18/16 memo from Jim Vlahovich, County Administrator, who is supportive of updating the 2002 IGA, FY 16/17 funding levels remaining the same and quarterly meetings instead of monthly. No action taken.
3. Lisa Marra presented FY 16/17 Budget for approval. Judy Hector made a motion to approve the budget. The motion was seconded by Bob Nilson. A vote was taken, motion passed unanimously.
4. Approval of the AOT Cooperative Marketing Program concerning where advertising is placed was tabled by Alan Baker.
5. There were discussions of presenting local attractions to AOT call center as a group. Judy Hector made motion to approve group presentation. Lisa seconded the motion. Vote taken and unanimously passed.
6. Discussion on using Madden Media Advertising. Judy Hector made motion to approve using Madden Media. Lisa Marra seconded motion. Judy moved to amend motion to have Madden Media make presentation to access what would work for the CCTC at the Governor's Office of Tourism Conference. Steve Troncale seconded amended motion. Vote taken and unanimously approved.
7. Discussion to change CCTC monthly meetings to quarterly beginning July 1, 2016. Bill Pakinkis made motion to approve and Jen Luria seconded motion. Judy Hector made motion to amend to re-evaluate time periods and Lisa seconded motion. Steve Troncale motioned to amend agenda date of July, 2017 to July, 2016 to begin change of meetings beginning quarterly. Bill Pakinkis seconded motion. Vote taken and approved unanimously.
8. Discussion on months to implement quarterly meetings. Beginning in July, 2016 in Tucson; October, 2016 in Bisbee; January, 2017 in Cochise County; and in Douglas April of 2017. Motion made by Lisa Marra and seconded by Bill Pakinkis. Unanimous vote.
9. Unsuccessful attempts were made to phone into AOT webinar concerning the Cooperative Marketing Program.

**Community Announcements:** CCTC Members in attendance gave past, current and future events of their respective towns. No action taken

**Next Meeting Location and Date:** June 22, 2016 at 9:00 a.m. in Benson, pending notice from Amerind Foundation if we may use their facilities for meeting instead of Benson.

**Motion to Adjourn:** Meeting adjourned at 12:00.

Action Item Minutes taken by Cristina Plascencia (and assistant, Jan Winchester)