



Agenda
CCTC Public Relations Committee Meeting
August 23, 2016 2:00pm
The number to call is 520-432-8349

ROLL CALL/Members Present:

Bisbee: Jen Luria

Benson: Bob Nilson

Cochise County: Lisa Marra

Douglas: Del Cabarga

Sierra Vista: Judy Hector

Tombstone: Steve Troncale

Willcox: Alan Baker

AZ. Communications Group: Mike Finney

Report from AZ Communications Group:

Current Media Activity – Update and status on specific campaigns, travel writers, visits etc to region. (Az Com)

Status of current insertion schedule and ads or photos needed for upcoming publications? Discussion and possible action regarding upcoming ad placement. This will include review of 2017 co-op media schedule and review of graphics and ad design for campaign. (Az Com)

Promotion and Advertising – Discussion and possible action regarding new tourism products/experiences, topic focus for 2017. (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. Status of members providing ad schedules. (Az Com)

Upcoming Events and Activities:

1. Discussion and possible action for CCTC participation at Arizona Media Marketplace November 17. (Jen)
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? Also, verify your community website page is adequate, references to lodging, restaurant, locations current and no broken links or out of date information. (Az Com)
3. Discussion and possible action on specific promotion for adventure tourism (hiking, bicycling, climbing). (Az Com)
4. Discussion and possible action on how to handle info requests from ExploreCochise.com website? Not promoting mailing a vacation guide or materials, directing to website. (Lisa)

Photos/Film: Discussion and possible action regarding photos and film content 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*.

Next CCTC meeting: October 26, 2016 Bisbee

Next PR Committee phone meeting: September 14, 2016