

ACTION MINUTES

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, December 6, 2023 – 2:00 P.M.

1. Call to Order/Pledge of Allegiance/Moment of Silence, Roll Call – all present

Chair Price called the meeting to order at 2:00 pm

Board Members Present: Chair David Price, Vice Chair John Fitzgibbons, Ali Hansen, Althea Johnson, Richard Kepple, Randy McGrane, Bob Pifke, Frances Riemer, Danielle Sonn, Craig Swanson, Renee Taylor

Staff Present: City Manager Karen Osburn, City Attorney Kurt Christianson, Communications and Public Relations Manager Lauren Browne, Special Initiatives Coordinator Kegn Moorcroft, Web Content Manager Rob MacMullan, Executive Assistant to the City Manager Karen Kwitkin, Front Burner Media Heather Hermen.

2. Announcements and summary of current events by board and staff

Moorcroft introduced staff and the Coraggio Group and DVA Advertising and Public Relations (DVA) agencies involved with the Tourism Program.

3. Approval of the following minutes

none

4. Public Forum

none

5. Regular Business

Introductions

TAB members introduced themselves and spoke about their backgrounds and experience.

Overview and discussion of Rules of Procedure
Christianson went over the Rules of Procedure.

Overview and discussion of Open Meeting Law
Christianson went over Arizona's Open Meeting Laws. Pifke asked a question about city email addresses being issued for the board. Christianson recommended TAB members have @sedonaaz.gov email addresses.

Coraggio: Strategic Planning Listening Session – Future vision, challenges, and opportunities

Coraggio Associate Principal Colleen Floyd and Partner Michelle Janke introduced that the City has hired Coraggio for the Strategic Plan and as part of that process, then engaged in a Q and A with the Board for their input in regard to their vision of tourism in Sedona, now and into the future.

Meeting was called for a break at 3:55 pm by Chair Price.

Meeting was called back to order at 4:02 pm Chair Price.

DVA: Input on the destination branding and sustainable marketing planning efforts

DVA Partner/Director of Client Services Mary Angelo introduced herself and how she has been hired by the City to complete and brand and marketing plan and associated destination marketing campaign. She engaged in a Q and A with the Board for input regarding Sedona's brand.

Osburn provided clarifying information that staff will evaluate if the Sustainable Tourism Plan should be updated once staff receives the Tourism Strategic Plan, because the strategic plan will fold in many sustainable concepts.

Moorcroft stated that if there are additional questions or comments to reach out to her and she will relay it to DVA and Coraggio.

6. Future meetings dates and agenda items

Johnson asked what does the Board look like moving forward and what is the City looking for? Moorcroft answered that the City is looking for advice to help to move the Tourism Program forward.

Herman added that the purpose of the TAB is for citizens be able to come to the Board and help them see the big picture coming from not just the City but from members of the community. This is a place for the Board to speak and the community can ask the Board questions and talk about it on the record in a transparent way to show a fiscally wise use of the funds in a timely efficient manner.



Wednesday, January 3, 2024 – 3:00 pm with tentative agenda as follows:

Principles of Conduct review
Review and discuss Symphony Data
Review and discuss Winter Marketing Campaign
Tourism 101: Past, present and future
Review Arizona Office of Tourism (AOT) partnership and AOT Co-Op

Wednesday, February 7, 2024 – 3:00 pm

7. Executive session

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

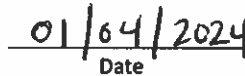
- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action on executive session items.

Adjournment

Chair Price adjourned the meeting at 5:16 pm without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on Wednesday, December 6, 2023.


Kegan Morcroft, Special Initiatives Coordinator


Date

