

Action Minutes

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, January 3, 2024 — 3:00 P.M.

1. **Call to Order, Pledge of Allegiance, Moment of Silence, Roll Call**
Chair Price called the meeting to order at 3:00 pm
Board Members Present: Chair David Price, Vice Chair John Fitzgibbons, Ali Hansen, Richard Kepple, Randy McGrane, Bob Pifke, Danielle Sonn, Craig Swanson, Renee Taylor
Staff Present: Communications and Public Relations Manager Lauren Browne, Special Initiatives Coordinator Kegn Moorcroft, 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 went over upcoming meetings that are relevant to the TAB members. Browne announced that the Tourism Manager position is now open until filled.
3. **Approval of the Minutes**
The Minutes for Wednesday, December 6 were approved by unanimous consensus.
4. **Public Forum**
None
5. **Regular Business**
 - a. **Principles of Conduct Review**
Moorcroft reviewed the principles of conduct for the TAB members to full consensus and all agreed that it would be a working document.
 - b. **Review and discuss Symphony data**
Browne gave a presentation on the Symphony platform, how the City is using the data, and how it can be useful to the TAB in regards to lodging.
 - c. **Review and discuss Winter Marketing Campaign**
Browne gave a presentation about the campaign audience, targeted markets, run date, and 3 weeks' worth of marketing campaign results.
 - d. **Tourism 101, present + future**
Herman gave a presentation about the past, present, and future of tourism in Sedona.
 - e. **Review AZ Office of Tourism (AOT) partnership and AOT Co-Op**
Hermen gave a presentation about our partnership with the Arizona Office of Tourism and the AOT Rural Co-Op Marketing Program.
6. **Future meetings dates and agenda items**
Wednesday, February 7, 2024 – 3:00 pm
 - Research Reveals from Coraggio and DVA
 - Overview of FY24 and FY25 Budget
 - LA Sales Mission UpdateWednesday, March 6, 2024 – 3:00 pm
 - Winter Campaign results
 - Brand and Summer Marketing bridge campaign concept review
 - Coraggio to present draft Tourism Strategic Plan
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.
8. **Adjournment**
Chair Price adjourned the meeting at 4:54 pm without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on Wednesday, January 3, 2023.


Kegn Moorcroft, Special Initiatives Coordinator

2/12/24
Date

