

Action Minutes

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, February 7, 2024 — 3:00 pm

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, Bob Pifke, Danielle Sonn, Craig Swanson, Renee Taylor, Frances Riemer, Althea Johnson
Staff Present: City Manager Karen Osburn, Communications and Public Relations Manager Lauren Browne, Marketing Manager Rob MacMullan, Special Initiatives Coordinator Kegn Moorcroft, Executive Assistant to the City Manager Karen Kwitkfn, 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 gave an update on the Tourism Manager position. Chair Price gave a statement about making public comments as a TAB member and encouraged all to attend the Lodging Council meetings.
4. **Approval of the Minutes**
The Minutes for Wednesday, January 3 were approved by unanimous consensus.
5. **Public Forum**
Sedona resident Mark TenBroek made a comment on tourism.
6. **Regular Business**
 - a. **Research reveals – Coraggio and DVA**
Collen Floyd from Coraggio presented a stakeholder engagement activity report.
Mary Angelo from DVA presented a branding and marketing planning research report.
 - b. **Overview of FY24 and FY25 budget**
Browne presented the tourism program budget for the current fiscal year (2024) and the upcoming fiscal year (2025).
 - c. **LA sales mission update**
Herman gave an update on the LA Sales Mission and the SAKS Campaign.
 - d. **Industry trends and research**
Browne reviewed various data reports covering the current state of the tourism industry.
7. **Future meetings dates and agenda items**
Wednesday, March 6, 2024 – 2:00 pm
 - Winter Campaign results
 - Brand and Summer Marketing bridge campaign concept review
 - Industry trends and research
8. **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 6:00 pm without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on Wednesday, February 8, 2024.


Kegn Moorcroft, Special Initiatives Coordinator


Date

