

# ACTION MINUTES

## City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, March 6, 2024

### 1. Call to Order | Pledge of Allegiance | Roll Call

Chair Price called the meeting to order at 2:00 p.m.

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

**Staff Present:** City Manager Karen Osburn, Communications Director Lauren Browne, Special Initiatives Coordinator Kegn Moorcroft, Marketing 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

Browne gave an update on the hiring process of the Tourism Manager.

### 3. Approval of the following minutes

The Minutes for Wednesday, February 7 were approved by unanimous consensus.

### 4. Public Forum

### 5. Regular Business

Mary Angelo, DVA, presented on the Winter 23/24 Campaign, Summer Stewardship Campaign Concepts, and the 2024 Summer Campaign Sustainability Media Plan. Justin Yax, DVA, presented the Brand Platform Draft. Hermen presented on the Go West Summit. Browne reviewed various data reports covering the current state of the tourism industry.

### 6. Future meetings date and agenda items

- a. Wednesday, April 3, 2024

### 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 5:18 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on March 6, 2024.

\_\_\_\_\_  
Kegn Moorcroft, Special Initiatives Coordinator

\_\_\_\_\_  
Date

