

ACTION MINUTES

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, May 1, 2024

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

Vice Chair Fitzgibbons called the meeting to order at 3:00 p.m.

Board Members Present: Vice Chair John Fitzgibbons, Alisha Hansen, Althea Johnson, Richard Kepple, Randy McGrane, Danielle Sonn, Frances Riemer

Staff Present: City Manager Anette Spickard, 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

Moorcroft gave an update regarding the new Tourism Manager position and introduced the new City Manager.

3. Approval of the following minutes

The minutes for Wednesday, March 6 were approved by unanimous consensus.

4. Public Forum

Citizen Mark Tenbrook, Sedona, commented on a trail reservation system and the Sedona Shuttles.

5. Regular Business

MacMullan presented a data overview, the summer stewardship campaign, the April 8-10 photo/video shoot, ad placement, and the stewardship toolkit.

Moorcroft led a discussion on TAB roles and responsibilities.

Hermen presented on professional travel industry news, events and updates.

6. Future meetings date and agenda items

- a. Wednesday, June 5, 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

Vice Chair Fitzgibbons adjourned the meeting at 4:42 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on May 1, 2024.

Kegn Moorcroft, Special Initiatives Coordinator

Date

