

ACTION MINUTES

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, July 3, 2024

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

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

Board Members Present: Chair Dave Price, Vice Chair John Fitzgibbons, Alisha Hansen, Althea Johnson, Richard Kepple, Randy McGrane, Frances Riemer, Bob Pifke, Renee Taylor

Staff Present: Communications Director Lauren Browne, Tourism Manager Andrew Grossmann, Special Initiatives Coordinator Kegn Moorcroft

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

Browne introduced the new Marketing Coordinator, Amandha Zhane and Executive Assistant to the City Manager, Kristie Turck.

3. Approval of the following minutes

The minutes for Wednesday, May 1 were approved by unanimous consensus.

4. Public Forum

Ben Burke and Spring Graf spoke about VolunteerSedona.com.

5. Regular Business

New Tourism Manager Andrew Grossmann introduced himself and presented his background.

Staff presented and reviewed the draft Tourism Strategic Plan.

6. Future meetings dates and agenda items

Wednesday, August 7, 2024

Tentatively review draft Brand/Identity

Tentatively review draft Marketing Plan

Wednesday, September 4, 2024

Tentatively Begin Visitor Center conversations

Wednesday, October 2, 2024

Tentatively Review Summer Stewardship Campaign Results

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 4:42 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on July 3, 2024.



Andrew Grossmann, Tourism Manager

8/12/2024
Date

