

# ACTION MINUTES

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

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, August 7, 2024

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

Chair Price called the meeting to order at 3:00 p.m. on August 7, 2024

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

**Board Members Not In Attendance:** Richard Kepple

**Staff Present:** Communications Director Lauren Browne and Tourism Manager Andrew Grossmann

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

It was announced that Heather Herman from Front Burner Media will be relocating to Branson, Missouri in early September. As a result, Heather's last day with the City of Sedona Tourism Program is August 31, 2024.

### 3. Approval of the following minutes

The minutes for Wednesday, July 3, 2024 were approved by unanimous consensus

### 4. Public Forum

Lars Romig, a Sedona resident and board member on the Verde Valley Cyclist Coalition made comments related to solutions to user displacement on public lands. Lars suggested opportunities to leverage marketing strategies to reduce user pressure at specific locations by working with the US Forest Service and Yavapai County to identify opportunities to encourage dispersion on public lands.

Mark TenBroek, a Sedona resident, suggested the city should consider a reservation system during peak periods of visitation to help with traffic congestion and overuse of certain trails.

### 5. Regular Business

State of Sedona tourism research update by Andrew Grossmann, including data sources, monthly report highlights, and an error in short-term rental data that has now been corrected.

Group discussion led by Andrew Grossmann on "What do you value about being a Sedona resident."

Michelle Kostecki, Sedona Chamber; Cheryl Bannon, Sedona Lodging Council; Heather Herman, Front Burner Media presented background information about the Sedona Visitor Center and an overview of available Visitor Services in Sedona.

### 6. Future meetings dates and agenda items

#### Wednesday, September 4, 2024

State of Sedona tourism research update

Continued discussion about Visitor Services in Sedona

Update on Sedona marketing plan and branding initiative

#### Wednesday, October 2, 2024

State of Sedona tourism research update

Review Summer Stewardship Campaign Results

Discussion about Sedona Visitor Center budget and priority Visitor Services recommendations

#### Wednesday, November 6, 2024

State of Sedona tourism research update

Initial discussion on a "brought to you by tourism" campaign



**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:

To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).

Return to open session. Discussion/possible action on executive session items.

**8. Adjournment**

Chair Price adjourned the meeting at 5:06 p.m. without objection.

**I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on August 7, 2024.**

\_\_\_\_\_  
Andrew Grossmann, Tourism Manager

\_\_\_\_\_  
Date

