

ACTION MINUTES

City of Sedona Tourism Advisory Board (TAB) Meeting City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, September 4, 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, Frances Riemer, Bob Pifke

Board Members Absent: Chair Dave Price, Danielle Sonn, Craig Swanson, Renee Taylor

Staff Present: Communications Director Lauren Browne, Tourism Manager Andrew Grossmann

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

The Sedona Tourism Plan 2024-2025 is now final and has been published on the City of Sedona website www.sedonaaz.gov/home/showpublisheddocument/52314/638610485379872023

3. Approval of the following minutes

The minutes for Wednesday, August 7 were approved by unanimous consensus.

4. Public Forum

Spring Graf, VOC resident, spoke on behalf of Volunteer Sedona.

5. Regular Business

- a. Vote on new TAB leadership
 - i. Vice Chair Fitzgibbons was elected unanimously as the new Chair.
 - ii. Althea Johnson was elected unanimously as the new Vice Chair.
- b. State of Sedona tourism research update. Data reviewed by Grossmann.
- c. Additional TAB input from last month's Visitor Services discussion led by Browne.
- d. TAB input on priority behaviors to address through educational messaging. Discussion and brainstorming session led by Grossmann.
- e. Update on Sedona marketing plan, brand, and AOT Rural Co-Op award update, led by Grossmann.

6. Future meeting dates and agenda items

Wednesday, October 2, 2024

- a. State of Sedona tourism research update
- b. Update on the Sedona branding initiative
- c. Review Sedona Visitor Center budget
- d. TAB input on priority recommendations to enhance visitor services in Sedona

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.

6. Adjournment

Chair Fitzgibbons adjourned the meeting at 4:56 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on September 4, 2024.



Andrew Grossmann, Tourism Manager

10/2/2024
Date

