

# ACTION MINUTES

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

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, October 2, 2024

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

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

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

**Staff Present:** Communications Director Lauren Browne, Tourism Manager Andrew Grossmann, Marketing Manager Rob MacMullan.

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

Vice Chair Johnson talked about how great the Winefest was this past weekend.

Grossmann announced that El Portal Sedona Hotel and Ambiente, A Landscape Hotel each received Michelin Keys.

Leads from both media, sales, and travel trade are increasing to the Tourism Program.

Browne discussed the Sedona Connect Shuttle. She also talked about the Pedestrian Crossing at Oak Creek being open and mostly complete.

### 3. Approval of the following minutes

The minutes for Wednesday, September 4 were approved by unanimous consensus.

### 4. Public Forum

Spring Graf, VOC resident, spoke on behalf of Volunteer Sedona. She discussed an upcoming event called the Oak Creek Collaborative Cleanup on November 16, 9am-12pm, meeting at Slide Rock State Park.

### 5. Regular Business

a. State of Sedona tourism research update by Grossmann

b. Sedona destination marketing campaign and branding update

- o Browne presented and the TAB discussed the results of the "Be in the Moment" Summer Marketing Campaign.
- o MacMullan presented and the TAB discussed logo and tagline concepts.
  - The TAB narrowed down the logos to one top choice and voted unanimously on the tagline "Stay Inspired" over "Redefine Desert."
- o Browne presented and the TAB discussed destination marketing campaign concepts.
  - The TAB narrowed down the three marketing campaign concepts to their favorite: "Redefine Desert."

c. Presentation and discussion about the Sedona Visitor Center budget by Browne and Michelle Kostecki, Sedona Chamber of Commerce President/CEO.

d. TAB input on priority recommendations to enhance visitor services in Sedona by Grossmann.

### 6. Future meeting dates and agenda items

**Wednesday, November 6, 2024**

a. State of Sedona tourism research update

b. Sedona Tourism Marketing Plan update

c. 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 5:53 p.m. without objection.

**I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on October 2, 2024.**

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

\_\_\_\_\_  
Date

