



**Joint Meeting of the  
Cochise County Tourism Council  
And CCTC Steering Committee**

**Action Item Minutes**

January 5, 2017

Cochise County Executive Conference Room  
1415 Melody Lane, Building G  
Bisbee, AZ

Meeting called to order at 2:16pm by: Jim Vlahovich, Cochise County

<b>ROLL CALL</b>	<b>CCTCSC</b>	<b>CCTC</b>
<b>Benson:</b>	Bill Stephens	Bob Nilson
<b>Bisbee:</b>	Andy Haratyk for Richard Marsh	Jen Luria, Cristina Plascencia
<b>Sierra Vista:</b>	Mary Jacobs for Chuck Potucek	Judy Hector
<b>Tombstone:</b>	Absent	Steve Troncale
<b>Douglas:</b>	Juan Flores (phone) for Brenda Aguilar	Del Cabarga
<b>Willcox:</b>	Ted Soltis	Alan Baker, Brenda Haas
<b>County:</b>	Jim Vlahovich	Lisa Marra
<b>SEAGO:</b>	N/A	Larry Catten
<b>Cochise College:</b>	N/A	Mark Schmidt

**Guests in Attendance:** NA

**Call to the Public:** None

**Action Items:** Discussion and possible action regarding the future of the Cochise County Tourism Council.

**Discussion/Action: Only Action Items are noted.**

1. Lisa Marra gave some history about the CCTC and the topics up for discussion regarding the organization:
  - 1) Do we want the CCTC to remain an organization?
  - 2) Can we move into a private model like Visit Tucson?
  - 3) County has been the fiscal entity since 2002; maybe another agency wants to take that over?



- 4) Consultant retired so who will take this role on? Hire new consultant?
  - 5) The IGA is outdated and must be revised.
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2. Alan Baker, Judy Hector and Lisa Marra had a phone conversation with Mary Rittman of Visit Tucson about a private/public model but CCTC's budget is too small to be effective when administration overhead is figured in. This model was considered because currently, as the County acting as fiscal agent, the CCTC cannot take any private money for dues.
  3. All the communities agree that the CCTC needs to continue. They all felt that the CCTC provides a cohesive message, value and partnership. A combined effort for tourism is beneficial because we cannot do this individually with limited funds and tourism is a huge driver for our economy. CCTC has been effective for decades marketing the County as a whole and the focus should be on marketing/advertising.
  4. Mary Jacobs offered a proposal and direction from the City of Sierra Vista. Since Sierra Vista is the largest community and has in-house resources, staff and a full time marketing manager, the city is willing to serve as the fiscal agent. This could include a part-time person to be paid with CCTC funds instead of a full time consultant in order to save on cost allowing money to be allocated to advertising. The City could also set up a way to take private donations. Under a new IGA to be developed, the Steering Committee would stay the same with city/county managers taking on the role of the Board of Directors.
  5. Action Item: The City of Sierra Vista and Cochise County staff will work together with the County Attorney to draft a new IGA concept within 30 days. The draft proposed IGA would be provided to the CCTCSC and CCTC for comment. When the draft IGA is reviewed and approved by both these groups, it will be put formally before Board and Councils. The CCTC may utilize Sierra Vista on an interim basis effective immediately and contract to perform advertising and marketing duties that were being performed by the Consultant. A fee for this service is to be determined.

Jim Vlahovich made a motion to terminate the current CCTC IGA along with terminating Cochise County as the fiscal agent on or before June 30, 2017, and creating a new IGA with the City of Sierra Vista as the fiscal agent pending Board of Supervisors approval as fiscal agent. Mary Jacobs seconded the motion. Motion approved 6-0 by CCTCSC.

**Motion to Adjourn:**

Mark Schmidt made a motion to adjourn the meeting. The motion was seconded by Ted Soltis. Vote taken, motion passed unanimously Meeting adjourned at 3:19pm.