

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY June 20, 2018
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON June 20, 2018, AT PRESCOTT CITY HALL, LOCATED AT 201 S. CORTEZ
ST., PRESCOTT, ARIZONA.

A. Call to Order.

Chair Margo Christensen called the meeting to order at 11:59 a.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:

Margo Christensen, Chair
Matt Brassard, Vice Chair
Amore Cianciola, Secretary
Cindy Gresser
Fred Veil
Bill Mc Cleary
Councilmember Billie Orr

Absent/Excused
Steve Bracety
Kim Villalpando

STAFF PRESENT:

John Heiney, Community Outreach Manager
Joe Baynes, Recreation Services Director
Jessie Baker, Assistant Airport Director
Wendy Bridges, Economic Development Coordinator
Ann Steward, Sales & Marketing Coordinator
Heather Hermen, Marketing & Public Relations Consultant – By phone

C. Approval of May 17, 2018 Minutes.

**MOTION TO APPROVE MAY 17, 2018 MINUTES BY Bill McCleary, SECOND BY
Cindy Gresser. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements.

1. Matt Brassard. None, getting ready for the 4th of July. John asked how Whiskey Row is doing. Council Member Billie Orr – happy to be here. Fred – Indian Art Market is July 14-15th. Bill – PDP talking about adding more downtown kiosks, looking at Entertainment District and what that means, how can it be expanded, PDP will be in a tourism film, also they have started mixers for PDP members. Cindy – Gourd Dance is this Saturday for the Fallen 19 and all fist responders, she invited everyone to come out and observe and participant, donations are taken and go back into one of the fallen's causes. John commented that it will be his second year and it is a very moving experience. Bill McCleary asked what a Gourd Dance is. Cindy explained that is to

welcome warriors home and honor the warrior spirit. Also, July 21st at museum, is the consignment market from 10am-2pm, featuring southwest Indian art, decor, etc. Amore - business is great. Chair Margo Christensen- update on the new office space bought downtown for Ponderosa Hotel Management Group, 222 S. Cortez, next door to Cuppers, in process of light remodel and getting the space set up, it will house seven management employees and will include Margo's office, hope to be settled by middle to end of July.

Council Member Billie Orr commented – that they will be neighbors and it is very exciting. Also, Chair Margo Christensen commented on their project in Sierra Vista, a four story building that is demolished on the inside at this time.

E. Government per diem Lodging Reduced. Chair Margo Christensen mentioned last month that she brought this topic up at the meeting; however she may have jumped the gun on this matter. Upon looking back she discovered that two of months there was a decrease - March and April's rate went from \$127 to \$110, but May and June had an increase and went from \$127 to \$143, she suggested that maybe we should just watch it, she may have been premature in taking action, at this point just need to monitor it.

1. Amore commented that it looks like it may have just been a shift in the seasons, they are being conscientious for the tax payers.

F. TAC/PAAHC Grant Updates. John Heiney reported that TAC Grant recipients have been notified of their rewards. We had 13 applicants, three more than last year, so they got 85% of what the committee awarded them. Letters were sent to the recipients, council will then review the Bed Tax Budget, which includes the TAC Awards, the council meeting is Tuesday, June 26th, then upon approval recipients will be asked to send their invoices. John talked with some of the recipients who felt the process was fair and appreciated the committees work.

1. Chair Margo Christensen asked if the committee should be at the council meeting. John said they were welcome, but it wasn't necessary.

2. Bill asked if everyone got 85% of their ask, John informed them they got 85% of what the committee awarded them. John reminded everyone we have encouraged more applications. John will send everyone the spreadsheet that he will share with council.

3. Matt asked about reviewing areas where applicants may have scored low with the applicants/recipients.

4. John discussed the PAAHC grants – a small committee has been made up to score these applications and it will take place after this meeting. Also, John will be going to their board meeting at the end of this month to discuss the future of this grant process.

F. Staff Reports/Information

1. Community Outreach Manager: Reported on resignations of Tim Graham and Sheri Heiney. Tim sold his business and therefore does not qualify to be on TAC anymore since he is not in the hospitality business. Sheri will be resigning to serve and focus on other initiatives; she has recommended Robert Coombs to apply for TAC.

a. Council Member Billie Orr asked if the review committee had been scheduled yet to review applications. John explained that the deadline for all City committee applications is July 29th after that the review committee would be scheduled.

b. Bill asked if the two resignations reduces the quorum amount? John said he would find out. Fred commented that he thinks it would.

c. John continued with the rest of his report giving dates for upcoming Granite Mountain Hotshots 5th Anniversary recognition and the Granite Mountain Hotshot Interagency Learning and Tribute Center opening and schedule. Matt asked if Montezuma would be closed for the 4p.m. recognition, John said he would find out.

2. Marketing and Public Relations Report. See handout, Heather reviewed this by phone.

a. Comments were made by John about the two news channels being a very comprehensive piece.

b. Amore commented about the recent visit from someone who learned about Prescott from a recent LA Times survey.

c. Council Member Billie Orr asked what the cost is for this type of campaign was. John and Heather said \$27k with addition of under \$3k for B Roll footage.

3. Airport Update. Jesse reported on Wings out West Air Show in October, 6th – 7th, there is a promotional video that Jesse will forward. Also, John and Ann are working on Ernest A. Love Days. ERAU is having their career fair that same week and has requested the City's involvement and a booth again at the Air Show. Ann clarified how many booths that week? Jesse then reported on the Economic Impact Study that was recently completed and the findings, the report will eventually be shared with TAC and council soon once it's finalized, still currently in draft form. Shared certain numbers – airport's economic impact is \$154.8mil and provides 1,297 jobs. Jesse reported on Tourism sector numbers for airport as well. Jesse reported on the Air Service update, meeting for advisory committee has been changed to July 3rd at 1pm. Followed by the council meeting at 3p.m. Jesse encouraged everyone to attend those meetings, all bids will be in, she thinks there will be about 6 bids with multiple locations, she does urge everyone to wait until they hear about all the bids before making a opinion.

a. Chair Margo Christensen commented on Air Service information being added to new Economic Development piece.

b. John asked about process from their after council approval. Jesse responded that it will then go to the Department of Transportation. Jesse then commented on all the other types of criteria that go in consideration. Comment from John and Jesse on timeline for decision, shooting for Labor Day.

c. Council Member Billie Orr asked when the 10,000 mark counts starts.

4. Recreation Services Update. Joe reported that the "Birth of a Trail," video is almost complete. Chair Margo Christensen, asked how long it is? John and Joe responded that it will be available in segments. This weekend is busy – Blue Grass and Pickle Ball Tournament (207 players), Council Member Billie Orr

Director's Report

Two vacancies on TAC

Tim Graham- sold his business

Sheri Heiney decided to step down to allow time for other important initiatives. We hope to have another Chamber staff member take her place.

Process for open positions, deadline for applications is June 29.

Also- Two Important dates regarding 5th Anniversary of Granite Mountain Hotshots

1. The Granite Mountain Interagency Hotshot Crew Learning and Tribute Center will open on Friday, June 29 at 12 noon with a ribbon cutting. The center is located inside the Gateway Mall in the former Footlocker space. Center will be open from June 29 to July 8. Mon-Sat 10-4 Sun 11-4. Then, Friday – Sunday ongoing.
2. On Saturday, June 30 at approx. 4 p.m. there will be a community tribute to the hotshots, at the corner of Goodwin and Montezuma. I have a press release talking about both.

Transient Lodging (Bed Tax)

Reported in	Receipts	Receipts	%	Receipts	%	Receipts	%
Month	FY 18	FY 17	Change	FY 16	Change	FY 15	Change
July	99,145	88,774	11.68%	82,916	7.07%	67,425	22.98%
August	89,260	84,597	5.51%	85,684	-1.27%	72,432	18.30%
September	77,799	73,169	6.33%	68,168	7.34%	63,407	7.51%
October	86,613	80,050	8.20%	71,495	11.97%	54,853	30.34%
November	82,434	73,527	12.11%	64,227	14.48%	53,418	20.24%
December	66,919	53,767	24.46%	47,976	12.07%	45,451	5.55%
January	75,782	69,208	9.50%	59,666	15.99%	48,564	22.86%
February	58,557	48,403	20.98%	44,623	8.47%	43,796	1.89%
March	73,662	61,741	19.31%	54,538	13.21%	49,470	10.25%
April	92,005	86,764	6.04%	69,764	24.37%	64,835	7.60%
May	89,228	77,610	14.97%	71,554	8.46%	62,884	13.79%
June		83,705		69,700	20.09%	66,801	4.34%
Total:	891,404	881,316	13.91%	790,310	11.85%	693,335	13.80%

Occupancy (%)	2018				
	Jan	Feb	Mar	Apr	May
This Year	53.7	65.2	71.1	67.6	68.9
Last Year	51.1	61.7	71.5	65.0	66.6
Percent Change	5.0	5.7	-0.6	4.0	3.4

Year To Date	2016	2017	2018
		60.6	63.2
	61.7	60.6	63.2
	-1.8	4.3	3.3

Running 12 Months	2016	2017	2018
		61.4	64.1
	60.2	61.4	64.1
	2.0	4.3	1.7

ADR	2018				
	Jan	Feb	Mar	Apr	May
This Year	88.19	101.22	103.21	114.77	115.84
Last Year	83.00	96.15	101.37	109.74	108.36
Percent Change	6.3	5.3	1.8	4.6	6.9

Year To Date	2016	2017	2018
		94.16	100.59
	90.19	94.16	100.59
	4.4	6.8	4.8

Running 12 Months	2016	2017	2018
		93.86	99.29
	89.94	93.86	99.29
	4.4	5.8	5.2

RevPAR	2018				
	Jan	Feb	Mar	Apr	May
This Year	47.37	66.02	73.38	77.58	79.78
Last Year	42.45	59.35	72.52	71.33	72.18
Percent Change	11.6	11.2	1.2	8.8	10.5

Year To Date	2016	2017	2018
		57.08	63.60
	55.69	57.08	63.60
	2.5	11.4	8.2

Running 12 Months	2016	2017	2018
		57.63	63.60
	54.15	57.63	63.60
	6.4	10.3	6.9

Supply	2018				
	Jan	Feb	Mar	Apr	May
This Year	54,622	49,364	54,653	52,890	54,653
Last Year	54,653	49,364	54,653	52,890	54,653
Percent Change	-0.1	0.0	0.0	0.0	0.0

Year To Date	2016	2017	2018
		266,272	266,213
	258,444	266,272	266,213
	3.0	0.0	0.0

Running 12 Months	2016	2017	2018
		643,768	643,495
	636,582	643,768	643,495
	1.1	0.0	0.0

Revenue	2018				
	Jan	Feb	Mar	Apr	May
This Year	2,587,512	3,258,872	4,010,192	4,103,316	4,360,403
Last Year	2,319,912	2,929,970	3,963,489	3,772,870	3,944,888
Percent Change	11.5	11.2	1.2	8.8	10.5

Year To Date	2016	2017	2018
		15,198,858	16,931,129
	14,391,569	15,198,858	16,931,129
	5.6	11.4	8.2

Running 12 Months	2016	2017	2018
		37,103,028	40,924,543
	34,471,322	37,103,028	40,924,543
	7.6	10.3	6.9

Month		Publications/Social/Online									
July	Facebook Ads	Key Magazine- Full page	AZ Rep. Summer Vacation Guide	AZ Family Channel 3 & 5: social, TV, and online							
August	Facebook Ads	Key Magazine- Full page	AZ Family Channel 3 & 5: social, TV, and online								
September	Facebook Ads	Key Magazine- Full Page	Arizona Republic- print	AZ Family Channel 3 & 5: social, TV, and online							
October	Facebook Ads	Key Mag- Full page	Discover AZ- Canadian insert	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and online banner ads	AZ Family Channel 3 & 5: social, TV, and online		
				TripAdvisor- AZ specific AOT	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
November	Facebook Ads	Key Magazine- Full page	Discover AZ- Canadian insert	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				TripAdvisor- AZ specific AOT	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
December	Facebook Ads	Key Mag- Full Page	Canadian Newspaper Insert- AOT	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				AAA Via-winter/AOT	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
January	Facebook Ads	Key Mag- Full page	TripAdvisor- AZ specific AOT	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Mag- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
February	Facebook Ads	Key Mag- Full page	TripAdvisor- AZ specific AOT	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Mag- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
March	Facebook Ads	Key Magazine- Full page	AAA Via- spring/AOT	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Magazine- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
April	Facebook Ads	Key Magazine- Full page	AAA Westways 1/2pg- AOT	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Magazine- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
May	Facebook Ads	Key Magazine- Full page	True West- Hotels & Saloons (focus on museums)	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Magazine- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	
June	Facebook Ads	Key Mag- Full page	AZ Family Channel 3 & 5: social, TV, and online	LA Times, ROS- display ads, AOT	True West- Art Museum issue: focus on Museums			Arizona Republic- print and banner	AZ Family Channel 3 & 5: social, TV, and online		
				Key Mag- Full page	LA Times, ROS- display ads, AOT	Discover AZ- Canadian insert	Arizona Republic- print and banner	True West- Books, Hats and Guns (Focus on museums)	AZ Highways Full pg AOT	AZ Family Channel 3 & 5: social, TV, and online	

Monthly Facebook ads. Annual: Arizona Official Visitor Guide, Arizona Official Visitor Map, Key Magazine- annual agreement, full page monthly, Key Magazine banner ads.



**Prescott Chamber of Commerce
2018 – 2019 Partnership with the
City of Prescott Tourism Office**

(First right of refusal – 3 year commitment)

**Sponsorship Investment - \$25,000 – annually to Support the
Prescott Chamber of Commerce – Visitor Information Center
Lead Partner**

Based upon event specifics, this sponsorship investment offers the following benefit opportunities to **City of Prescott Tourism Office**.

1. Provides access and visibility to the Prescott area.
2. Supports credibility.
3. Targets new tourism market segments.
4. Gives one year of direct marketing exposure to visitors and residents.
5. Supports areas community engagement.
6. Provides marketing visibility.
7. Enhance the Tourist Experience.
8. Prescott Chamber of Commerce to support sales efforts to bring Tourist Groups to Prescott, by planning FAM Tours, Sales Calls and Supporting Convention Services needed for groups coming to Prescott. Such as Material for Welcome Bags.
9. Work with the City of Prescott and Tourism Office to have a Community Calendar.
10. Open 7 days a week for Tourist and Residents.

Partnership Proposal Includes:

- Support the Visitor Center to enhance the Tourist Experience
- Annual Membership
- Table of 10 at the Annual Meeting in January, 2019
- *New* – Veterans' Quarterly Business Mixers and Heroes Night program
- *New* – 2018 – Prescott Chamber Business Award Sponsorship
- 2018 - 2019 E-Newsletter (Unlimited)
- *New* – Interview on Prescott Chamber Business Beat TV Show
- All-inclusive E-Communication sponsorship
- Banner Ad for 12 Months on Chamber website
- Prescott Chamber to work with the Tourism Office to create other new partnership not yet discovered.
- Support of operating the State Designated Visitor's Information – 7 days a week open to the public
- Support of the Calendar of Events – 100,000 distributed annually

	We							Current Week											
	Aug 1	2	3	4	5	6	7	8	9	10	11	Su	Mo	Tu	We	Th	Fr	Sa	
Occupancy (%)	67.3	66.6	75.5	91.0	51.8	65.7	67.3	70.8	68.8	75.9	90.5	51.8	65.7	67.3	70.8	68.8	75.9	90.5	
This Year	61.6	67.5	76.0	86.8	46.6	54.5	78.0	60.9	62.6	69.1	87.0	46.6	54.5	78.0	60.9	62.6	69.1	87.0	
Last Year	9.2	-1.3	-0.6	4.8	11.2	20.6	-13.7	16.4	10.0	9.9	4.1	11.2	20.6	-13.7	16.4	10.0	9.9	4.1	
Percent Change																			
ADR	103.56	105.66	128.92	136.26	100.35	100.29	101.73	102.32	100.86	131.93	137.38	100.35	100.29	101.73	102.32	100.86	131.93	137.38	
This Year	99.80	101.61	127.72	128.59	97.60	99.09	97.35	99.04	99.38	130.68	133.89	97.60	99.09	97.35	99.04	99.38	130.68	133.89	
Last Year	3.8	4.0	0.9	6.0	2.8	1.2	4.5	3.3	1.5	1.0	2.6	2.8	1.2	4.5	3.3	1.5	1.0	2.6	
Percent Change																			
RevPAR	69.67	70.36	97.33	123.97	52.03	65.88	68.49	72.49	69.39	100.12	124.37	52.03	65.88	68.49	72.49	69.39	100.12	124.37	
This Year	61.48	68.58	97.00	111.67	45.51	53.96	75.93	60.28	62.18	90.28	116.42	45.51	53.96	75.93	60.28	62.18	90.28	116.42	
Last Year	13.3	2.6	0.3	11.0	14.3	22.1	-9.8	20.3	11.6	10.9	6.8	14.3	22.1	-9.8	20.3	11.6	10.9	6.8	
Percent Change																			
Demand	1,186	1,174	1,331	1,604	914	1,158	1,187	1,249	1,213	1,338	1,596	914	1,158	1,187	1,249	1,213	1,338	1,596	
This Year	1,086	1,190	1,339	1,531	822	960	1,375	1,073	1,103	1,218	1,533	822	960	1,375	1,073	1,103	1,218	1,533	
Last Year	9.2	-1.3	-0.6	4.8	11.2	20.6	-13.7	16.4	10.0	9.9	4.1	11.2	20.6	-13.7	16.4	10.0	9.9	4.1	
Percent Change																			
Revenue	122,825	124,048	171,594	218,561	91,724	116,139	120,754	127,800	122,338	176,518	219,262	91,724	116,139	120,754	127,800	122,338	176,518	219,262	
This Year	108,384	120,911	171,013	196,873	80,227	95,124	133,856	106,272	109,617	159,169	205,250	80,227	95,124	133,856	106,272	109,617	159,169	205,250	
Last Year	13.3	2.6	0.3	11.0	14.3	22.1	-9.8	20.3	11.6	10.9	6.8	14.3	22.1	-9.8	20.3	11.6	10.9	6.8	
Percent Change																			

Current Week	Run	Run
70.1	28	MTD
65.5	68.9	71.9
7.1	64.6	65.6
	6.6	9.7

Current Week	Run	Run
112.60	28	MTD
110.03	114.00	115.52
2.3	111.83	108.77
	1.9	6.2

Current Week	Run	Run
78.97	28	MTD
72.08	78.51	83.10
9.6	72.22	71.32
	8.7	16.5

Current Week	Run	Run
8,655	28	MTD
8,084	33,997	13,950
7.1	31,878	12,716
	6.6	9.7

Current Week	Run	Run
974,535	28	MTD
889,515	3,875,514	1,611,563
9.6	3,564,824	1,383,093
	8.7	16.5

Transient Lodging (Bed Tax)

Reported in Month	Receipts		%		Receipts		%	
	FY 18	FY 17	Change	FY 16	Change	FY 15	Change	
July	99,145	88,774	11.68%	82,916	7.07%	67,425	22.98%	
August	89,260	84,597	5.51%	85,684	-1.27%	72,432	18.30%	
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March	73,662	61,741	19.31%	54,538	13.21%	49,470	10.25%	
April	92,274	86,764	6.35%	69,764	24.37%	64,835	7.60%	
May	89,627	77,610	15.48%	71,554	8.46%	62,884	13.79%	
June	95,800	83,705	14.45%	69,700	20.09%	66,801	4.34%	
Total:	987,871	881,316	12.86%	790,310	11.85%	693,335	13.80%	

commented that more than ½ of players are from out of town. Joe reported on recent softball tournament: Beat the Heat, Bill asked about rain, Joe commented that all games were played. Joe then commented on newer tournaments, they were trying to fit in certain times on the calendar to fill holes. Lake visitations are up, 20% over revenue for kiosk entries. Joe commented on watercraft rentals with Dave and the new company. Dave's hours will be expanded. Joe reported on results from NASC convention – Terrain Race and Stadium events. Lastly, golf course Economic Impact Study is underway.

a. Comment from John about our trails hitting 100 miles, a recent post that went out reminding everyone our trails were open and the results of that post.

b. Ann commented on Pickle Ball survey being created and used.

5. STR (Smith Travel Research) and Bed Tax. Reports were handed out. John commented that numbers are still trending up and looking strong.

I. 2018 Upcoming Meetings. There will be no meeting in July due to the AZ Governor's Conference on Tourism, which is July 18-20th at the JW Marriot in Scottsdale. There is a Tourism Team Up scheduled for August 16th. The committee decided that they will decide as they get closer to August if we will have an August meeting.

1. Ann Steward commented on the topic for the next Tourism Team Up – "What is a DMO."

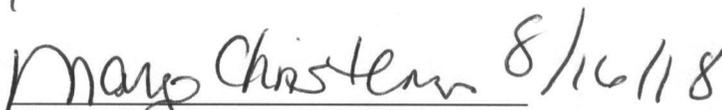
I. Future Agenda Items. None

H. Adjournment.

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:59 p.m.

Respectfully Submitted by:


Ann Steward


Margo Christensen, Chair