

CEDS TOURISM SUBCOMMITTEE MEETING

CAAG CONFERENCE ROOM
1075 S. IDAHO RD., SUITE 300
APACHE JUNCTION, ARIZONA

March 3, 2008

MINUTES

Members & Guests Present

Marge Jantz, Casa Grande Main Street Program
Laurie Gutierrez, Greater Casa Grande Chamber of Commerce
Shelly Novotny, Apache Junction Chamber of Commerce
Kip Culver, Globe Main Street
Doug Brannan, Globe Main Street
Jennifer Evans, Florence Main Street
Jim Nelson, Salt River Project
Sue Layborn, City of Coolidge
Mila Lira, Town of Superior/Superior Chamber of Commerce
Pat Judy, Pinal County Visitor Center
Chris Martin, Southern Gila County Economic Development Corporation
Ellen Kretsch, Globe-Miami Chamber of Commerce
Pete Klute, Klute Communications
Steve Filipowicz, City of Apache Junction

CAAG Staff

Craig Ringer
Peter Armenta

I. Welcome & Introductions

Craig Ringer called the meeting to order at 10:07 AM. Members & guests provided self-introductions.

II. History of Tourism Strategy & Subsequent Products

Mr. Ringer provided a brief description of the development of the *Regional Tourism Marketing Strategy*. He also provided examples of marketing publications that were produced as a direct result of the development of the Strategy. These were funded by the U.S. Department of Commerce, Economic Development Administration (EDA). The two publications were distributed via insertion into major newspapers in Phoenix and Tucson. The first presented five tourist-related themes: Military History, Outdoor Recreation, Parks & Museums, Antiquing, and Movie/TV

locations. The second publication presented the Region's military history but also provided information on antique shops as well as scenic drives.

Craig mentioned the importance of the involvement of the Tourism Sub-committee in the development of the Marketing Strategy that took about one year to complete.

III. Review/Revise Goals & Objectives

Subcommittee members participated in a process that began with a review of the Goals & Objectives as previously developed for the Strategy. Peter Armenta of the CAAG staff then facilitated discussion and redevelopment of the Goals & Objectives as related to the current status of the tourism industry in Gila and Pinal Counties.

The re-worked Goals are as follows:

1. Quantify Economic Impact
2. Build & Implement International Marketing Strategy
3. Link & Enhance Regional Efforts
4. Promote Regional Marketing
5. Increase Online Presence
6. Develop Working Relationships with Tribes
7. Enhance Tourism Infrastructure
8. Create & Maintain Quality Products

It was pointed out that, even though the titles of the goals read somewhat different than the originals, there was still continuity with the initial goals in regard to content. Two of the original goals were to remain as previously developed with additions to the objectives. (Goal 3: Protect & Manage the District's Heritage & Natural Assets in order to Enhance & Support Tourism; Goal 4: Encourage the Creation & Maintenance of Quality Tourism Products & services.)

The final approval of the Goals & Objectives will occur at a later date yet to be determined.

IV. Additional Revisions to Plan

No additional revisions were offered or discussed at this time.

V. Community Tourism Activity/Program Updates

There were no updates presented.

VI. Set Next Meeting Date

The Sub-committee requested that Craig and Peter compile the results of the meeting and then distribute them to the group for review. A meeting date will be determined once this process has been completed.

VII. Call to the Public

There were no comments.

VIII. Adjournment

The meeting was adjourned at 12:05 PM.