

## CEDS COMMITTEE MEETING MARCH 16, 2017

### M I N U T E S

#### I. CALL TO ORDER

Chair Elan Vallender called the meeting to order at 2:00 PM.

#### II. ROLL CALL

**Members Present:** Elan Vallender, Bobby Davis, Evelyn Casuga, Denyse Airheart, Richard Wilkie, Jon Vlaming (for Zenia Cornejo), Jennifer Evans

**Staff Present:** Brad Mecham

**Guests:**

Cameron Davis

A quorum was established.

#### III. APPROVAL OF MINUTES, December 15, 2016

Mr. Davis made a motion to approve the December 15, 2016 CEDS Committee minutes as presented. Ms. Evans seconded the motion. The motion passed unanimously.

#### IV. CALL TO THE PUBLIC

There were no comments from the public.

#### V. NEW BUSINESS

##### A. CEDS Committee Roundtable

Mr. Vallender adjusted the new business to have the CEDS Committee Roundtable first. Mr. Cameron Davis, Recreation and Tourism Director with the Town of Payson, reported that the town is rolling out a marketing campaign called "Adventure Where We Live". As part of their branding as Arizona's Cool Mountain Town, they have also developed an app called the Passport to Adventure. This app has businesses that sponsor adventures and these businesses stamp the passport of users. Users will earn points and be eligible for cash and other prizes. The app is being developed by Eventzee from a template for scavenger hunts.

Mr. Wilkie reported that the City of Casa Grande is anticipating the development of Dreamport Villages, an amusement and entertainment park, and will also include a water park. Casa Grande is also working on the Attesa Motorsports Complex, Lucid Motors, and Phoenix Mart. Mr. Wilkie also reported that the Arizona Association for Economic Development will be hosting a Rural Roundtable on March 29<sup>th</sup> in Coolidge.

Ms. Airheart reported that the City of Maricopa will be hosting their Salsa Festival on March 25<sup>th</sup>. This event will be in coordination with the Maricopa Science City event, with exhibits that are meant to inspire youth to learn STEM. There will be a rocket launch challenge as part of the Science City event.

Mr. Vallender reported that Apache Junction is creating a branding strategy as part of their tourism efforts. The goal is to bring a younger demographic to the area through advertisement of the mountains, mountain biking, and other outdoor activities. The city has seen more development opportunities as of late, signifying a strengthening economy.

**B. CEDS Annual Update Presentation**

Mr. Mecham presented the CEDS Committee with the plan to update the CEDS this year with new data and narrative. There were no comments on any additional changes.

**C. Tourism Discussion Summary**

Mr. Mecham highlighted the discussion and takeaways from the previous CEDS Committee meeting on tourism. He reported that the discussion revolved around free and low cost marketing options, town to town and other sub-regional partnerships, and the desire for a longer form meeting to discuss further partnerships and strategies.

**D. Future Tourism Forum Planning**

The CEDS Committee had a discussion on the longer form tourism meeting that was discussed in the previous meeting. The purpose of the meeting was defined as bringing public and private tourism partners to the table to discuss funding ideas, highlight events/venues and discuss best practices, and discuss partnerships between communities. Mr. Cameron Davis expressed interest in collaborating cooperatively on projects by County, creating a larger pot of money with more potential impact. Mr. Vallender encouraged the future meeting to be more about synergy than training. This meeting would be separate from the CEDS Committee regular meeting. The following topics were discussed for the future tourism meeting: funding; event highlight – detailing sponsors/public-private partnership/funding/advertising; venue/attraction highlight; itinerary creation and community partnerships. The forum host is to be determined and Mr. Vallender and Mr. Mecham will coordinate on a survey for input as well as an initial meeting format and time.

**VI. FUTURE MEETINGS**

The next meeting will be Thursday May 11<sup>th</sup>, 2017 at 2:30 PM.

**VII. ADJOURNMENT**

Mr. Elan Vallender adjourned the meeting at 3:35 PM.

Approved by: \_\_\_\_\_ DAY OF \_\_\_\_\_, 2017