

TOURISM COMMISSION AGENDA
Oscar Yrun Community Center, Small Conference Room
March 11, 2024, 1-3 PM

ROLL CALL

ACCEPTANCE OF THE AGENDA

STAFF REPORT - Update from Tourism and Economic Development Department

CITY COUNCIL LIAISON REPORT – Council Member Marta Messmer

CALENDAR REVIEW/DISCUSSION – Discuss upcoming major city and community tourism events.

NEW BUSINESS

Recommendation/Discussion for future meetings

OLD BUSINESS

Short Term Projects

Goal One: Centralized Calendar for community events

Goal Two: Increase traffic and local use of Visitor Center

Update on Re-Grand Opening

Update on previous ideas to drive visitation (Social Media)

Promotion of Visitor Center and Museum

Goal Three: Identification of Volunteers and Commissioners at events

Tourism Commission Members to assist with El Tour de Zona (March 21, 22, 23)

Smock/attire

Buffalo Soldier uniforms, other ideas?

Goal Four: Develop budgetary recommendations to Council—FINISHED for FY2025

Mid-Term Projects

Goal One: Increase support of Visitor Center with volunteers

Visitor Center Volunteer Campaign

Goal Two: Volunteers and Commissioners at events (on-going from Short-term projects)

Upcoming events

Long Term Projects

Goal One: Determine Identity “Hook” for SV--Hummingbird Statue/Topiary

Two artists to discuss.

Other ideas for Hummingbird-themed attractions

Goal Two: Major Tourist Attractions for future considerations

County Projects to benefit City—Bike Trail, Peak Gondola, others

Recommendations to County for increases tourism initiatives, efforts

CALL TO THE PUBLIC

REQUESTS/COMMENTS OF COMMISSIONERS

SET TIME FOR NEXT COMMISSION MEETING

ADJOURNMENT

Doors Open at 12:30 p.m.