



# MINUTES<sup>1</sup>

## TUSAYAN TOWN COUNCIL WORK SESSION

PURSUANT TO A.R.S. § 38-431.02 & §38-431 .03

Wednesday, February 1, 2022 at 1:00 p.m.

TUSAYAN TOWN HALL BUILDING

845 Mustang Drive, Tusayan Arizona

Pursuant to A.A.S. § 38-431 .02, notice is hereby given to the members of the Tusayan Town Council and to the public that the Tusayan Town council will hold a meeting open to the public on Tuesday, February 1, 2022, at the Tusayan Town Hall Building. If authorized by a majority vote of the Tusayan Town Council, an executive session may be held immediately after the vote and will not be open to the public. The Council may vote to go into executive session pursuant to A.R.S. § 38-431.03. A.3 for legal advice concerning any matter on the agenda, including those items set forth in the consent and regular agenda sections. The Town Council may change, in its discussion, the order in which any agenda items are discussed during the meeting.

**Due to limited bandwidth capacity, we ask that you please turn off your Wi-Fi while at Town Hall and for those attending via Zoom, please turn off your video. This will provide for a better experience for all in attendance. Thank you.**

Persons with a disability may request a reasonable accommodation by contacting the Town Manager at (928) 638- 9909 as soon as possible.

***As a reminder, If you are carrying a cell phone, electronic pager, computer, two-way radio, or other sound device, we ask that you silence It to minimize disruption of today's meeting.***

### TOWN COUNCIL WORK SESSION MINUTES

**1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Mayor Vail called the meeting to order led Council and public in the Pledge of Allegiance and the Attending members of the Chamber.

**2. ROLL CALL One or two Council Members may attend by telephone**

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<sup>1</sup> For economy of space and ease of reading the minutes have been organized according to the agenda language. Items as they appear on the agenda have been italicized with the actual minute entries entered in plain type for reader convenience.

**MAYOR CLARINDA VAIL - Present**  
**VICE MAYOR BRADY HARRIS – Present Via**  
**Zoom**

**COUNCILOR BECKY WIRTH - Present**  
**COUNCILOR ROBB BALDOSKY -**  
**Absent**  
**COUNCILOR GREG GRUSH - Present**

**2. ADOPT THE AGENDA**

Motion to Adopt the Agenda. First by Mayor Vail second by Councilmember Brush. Motion carries, 4-0 in favor.

**4. DISCUSSION ITEMS**

**A. Discussion regarding strategic planning and future association with the Grand Canyon Chamber of Commerce and the Arizona Office of Tourism. (60 min)**

Town Manager Hendrix introduced the Chamber Board members in attendance. Julie Aldaz, Stony Ward, and Patrick Stickler

Stony Ward with the Grand Canyon Chamber of Commerce presented to Council advising that the Chamber only has the funds to continue to operate through June 30, 2022. He discussed their website, coupon campaign, and marketing campaign. He advised that the Chamber office has transitioned into a self-serve entity due to budget constraints. He is requesting support from the Town to assist the Chamber with their endeavors. He is requesting that the Chamber of Commerce be put under the umbrella of the Town of Tusayan and is requesting input from Council on how to move forward to make this happen, if possible.

Town Manager Hendrix requested clarification as to what specifically the Chamber is asking of the Town.

Mr. Arnson stated that there are instances of Towns taking on marketing responsibilities and working with similar entities.

Stony Ward advised Council that Jamie Daer with the Arizona office of Tourism would like to meet with the Chamber for DMO tips on marketing strategies and would like to include the Council in this.

Town Manager Hendrix advised that Vice Mayor has recommended her as a keynote speaker at the Council Retreat on April 27, 2022.

Councilmember Wirth requested to see returns on the relationship with the Arizona Office of Tourism specifically for the Town of Tusayan. She is concerned that the returns are not there.

Vice Mayor Harris expressed his concern about the mission of the Chamber being related to the area and not specifically the Town of Tusayan. He is concerned that this may pose a potential conflict.

Julie Aldaz advised that things will have to change going forward because there is no way forward for the Chamber as it is currently operating. She additionally advised that the amount of traffic her business has seen from the Chamber

website in the past three weeks, based on google analytics, has been enough to for her to pay due to the Chamber.

Councilmember Wirth wants to know what has caused the Chamber to run out of money by June.

Stony Ward advised that since covid hit, membership is down and as such the Chamber has had to cut back on personnel expenses. The Chamber decided to devote the funds they did have toward marketing local businesses. He is hoping to come away from this meeting with a plan to move forward along with the Town and has also requested that the Council come to the Chamber with a proposal in order to incorporate the Chamber to keep them solvent. He is committed to working together for the betterment of the community.

Town Manager Hendrix clarified that the Chamber is asking the Town to come up with a plan to move forward.

Patrick Stickler with Chamber inquired about the Town's Tourism Board and how that related to the mission of the Chamber.

Stony Ward thanked the Council for their time.

Mayor Vail spoke on all the help that the Town has provided the Chamber with including the Drone Show for 4<sup>th</sup> of July and Trunk or Treat.

Vice Mayor thanked everyone for their time and stressed the importance of tourism for the Town.

**5. REPORTS**

**A. Town Manager**

**1. Town Manager Report**

None.

**6. MOTION TO ADJOURN**

Motion to adjourn. First by Mayor Vail and Seconded by Councilmember Wirth. Motion carries, 4-0 in favor.

Clarinda Vail 3/2/22  
Clarinda Vail, Mayor Date

ATTEST:

Logan Keel  
Town Clerk

THIS CERTIFICATION PAGE BELONGS TO MEETING MINUTES FOR FEBRUARY 1, 2022

**CERTIFICATION**

STATE OF ARIZONA

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COCONINO COUNTY

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I, Logan Keel, do hereby certify that I am the Town clerk of Town of Tusayan, County of Coconino, State of Arizona, and that the above minutes are a true and correct summary of the meeting of the Council held on February 1, 2022. I further certify that the meeting was duly called and held, and that a quorum was present.

*Logan Keel*

Town Clerk

03 March 2022

Date