

**CITY OF KINGMAN  
MEETING OF THE  
TOURISM DEVELOPMENT COMMISSION**

**Council Chambers  
310 N. 4<sup>th</sup> Street  
Kingman, Arizona**

**7:30 a.m.**

**Regular Meeting Minutes**

**Thursday September 3, 2015**

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| <b>Commissioners Present:</b>  | <b>Staff:</b>                      | <b>Visitors Signing In:</b> |
|--------------------------------|------------------------------------|-----------------------------|
| Krystal Burge, Chair           | Gary Jeppson, Staff Liaison        | See Attached                |
| Tom Spear, Vice-Chair          | Tina Moline, Finance Director      |                             |
| James Baker, Commissioner      | Burley Hambrick, Project Manager   |                             |
| Angela Patterson, Commissioner | Sandi Fellows, Recording Secretary |                             |
| Harley Pettit, Commissioner    |                                    |                             |
|                                |                                    |                             |
| Larry Carver, Council Liaison  |                                    |                             |

**REGULAR MEETING MINUTES**

**CALL TO ORDER AND ROLL CALL:** Chair Burge called the meeting to order at 7:30 AM., and the Recording Secretary called the roll. All Commission Members were present.

**1. APPROVAL OF MINUTES:** The Regular Meeting Minutes of July 2, 2015. Commissioner Baker made a MOTION to APPROVE the Regular Meeting Minutes of July 2, 2015 as written. The MOTION was SECONDED by Vice-Chair Spear and UNANIMOUSLY (5-0) APPROVED.

**2. CONSIDERATION OF PUBLIC COMMENTS:**  
There were no comments.

**3. CONSIDERATION AND ELECTION OF COMMISSION CHAIR AND VICE-CHAIR FOR 2015:** Commissioner Baker made a MOTION to nominate Krystal Burge as Commission Chair. The MOTION was SECONDED by Vice-Chair Spear. The MOTION CARRIED with a vote of (4-1) with Commissioner Patterson casting the opposing vote.

Commissioner Baker made a MOTION to nominate Tom Spear as Commission Vice-Chair. The MOTION was SECONDED by Commissioner Pettit.

Commissioner Patterson requested clarification regarding the push to disband the Tourism Development Commission and an apparent conflict of interest between Tom Spear and Krystal Burge, who also sit on the Board of Directors for the Kingman Visitor Center. Vice-Chair Spear

stated that there is no conflict of interest because there is no direct benefit or personal gain to either of them.

Chair Burge stated that she does a lot of volunteer work for the community and likes to back that up with other opportunities to help. Chair Burge went on to state that the opportunity to help Mr. Noble at the Kingman Visitor Center is an opportunity to provide guidance to a variety of other people. Chair Burge acknowledged that the City of Kingman had requested that she hold a position on the Tourism Development Commission and assist with the funding to promote tourism for the community, as were all of the Commission members, everyone was in this together. The request was made by the City Manager to look into other opportunities, with the only reason being for the betterment of Kingman. Chair Burge asked Council Liaison Larry Carver to clarify additional background.

Councilmember Carver clarified that when conflict of interest is referred to regarding governmental operations, we really look upon the financial gain, and both TDC and KVC are voluntary boards. Councilmember Carver went on to state that if more of a leadership role was desired, Commissioner Patterson could nominate herself for the Vice-Chair or Chair position.

Commissioner Patterson went on to state that there were closed door discussions regarding the disbanding of TDC. Chair Burge noted that there was one discussion that took place that was requested by the City Manager, and if errors were made working with City staff, she apologized, for she never meant to be hiding anything. Councilmember Carver stated that it was not uncommon for the Chair and Vice-Chair of City Commissions to communicate with the City Manager.

Staff Liaison Gary Jeppson addressed the Commission stating that members should request this discussion be included as a future Agenda item, as they were off the Agenda, in accord to the Open Meeting Law.

Chair Burge acknowledged that there was a MOTION made to nominate Tom Spear for Vice-Chair, and the MOTION had been SECONDED by Commissioner Pettit. The MOTION CARRIED with UNANIMOUS (5-0) APPROVAL in favor of the motion.

Commissioner Patterson said her questions had been answered, and thanked Chair-Burge for the clarification,

#### **4. OLD BUSINESS**

##### **A. REVIEW AND DISCUSSION OF ROOM TAX REPORT:**

Finance Director Tina Moline addressed the Commission stating that the total room tax revenues for fiscal year 2015 were \$425,920 which was the highest amount to date for revenues, exceeding expectations by \$75,920. Ms. Moline stated that for the first two months of fiscal year 2016, the budget was \$60,000, with actual revenues being \$81,566.

Expenditures from the TDC budget so far this year are at \$27,500; \$2,500.00 to the Mohave Historical Society as a quarterly payment and \$25,000 to the “Best of the West on Route 66” Festival.

Chair Burge stated that background and expenditures for the “Best of the West” event should be forthcoming. She noted that the Tourism Development Commission made a practice of budgeting on the conservative side, and thanked Ms. Moline for her report.

**B. REVIEW AND ACCEPTANCE OF THE QUARTERLY TOURISM REPORT:**

President and CEO of the Kingman Visitor Center, Inc., Joshua Noble addressed the Commission stating that activities participated in and advertising expenditures for the Visitor Center were outlined in his report. He noted that a Downtown Walking Tour guide has been distributed, in cooperation with the Mohave Museum of History and Arts, maps highlighting wineries and distilleries in the area, as well as updated dining and hotel/motel information, paid for with advertising space on the map.

Mr. Noble stated they continue to work with the Arizona Office of Tourism on Cooperative Marketing Projects such as Google Adwords Campaign, digital billboards in Phoenix highlighting Route 66, Grand Canyon Skywalk and local wineries, True West Magazine, VisitArizona.com, GoArizona.com, GoKingman.com, Mygrandcanyonpark.com, the Kingman Daily Miner and brochures for the Grand Circle Association table at IPW.

Mr. Noble acknowledged that they had been working with local groups such as Best Western, Kings Inn, and Route 66 Restaurant to host media that may be in town doing various promotions for Kingman.

Also provided in the report is information regarding the Kingman Visitor Center; there were 31,978 walk-ins April through June 2015, 113 Motor-coach and groups visited the Powerhouse this quarter, including groups from France, Japan, and China. Visitors representing the guest book for April through June 2015 totaled 1,772 parties and 4,346 individuals, and 1,730 Tourist Information packets were mailed to people. Traffic on the website and mobile site continued to rise.

Mr. Noble stated that the Kingman Visitors Center cosponsored by Grand Canyon Resort, the Great Race Kingman lunch stop and that it was a good promotional opportunity for Kingman, and that feedback from staff and participants has been positive. The third annual Drive-In Movie, in cooperation with the Arizona Route 66 Association, was held at the Route 66 Restaurant and had over 60 cars and over 200 people, and adds something for guests to do on Fun Run Friday. Kingman Visitor Center has contracted with Michael’s Drone Photography to capture Fun Run aerial video images, available by request for promotion of Kingman.

Mr. Noble presented the budget for the Kingman Visitor Center, although it did not contain the depreciation values for computers and other software or televisions that had been installed in the museum area. Mr. Noble explained that there were unrestricted net assets on the balance sheet that showed a negative \$9,065.80, which were funds that were expensed last fiscal year, but reimbursed this year.

Commissioner Patterson made a MOTION to RECOMMEND FUNDING the first quarterly payment of Fiscal Year 2015/2016 to the Kingman Visitor Center. The MOTION was SECONDED by Commissioner Pettit, and the MOTION CARRIED UNANIMOUSLY (5-0) to the affirmative.

### **C. POWERHOUSE IMPROVEMENT PROJECT UPDATE:**

Project Manager Burley Hambrick addressed the Commission stating that the Powerhouse project is currently at the 95 percent plan stage. Staff submitted the plans to Arizona Department of Transportation (ADOT) for review on August 24<sup>th</sup>, and the review comments are due back on September 9<sup>th</sup>. There will be a request for a 60 day contract extension with Seabury Fritz Architects Inc., due to allow for longer than expected review times and other ADOT approvals. The architect has been compliant with all schedule requirements. Mr. Hambrick stated that once ADOT's plan review comments are received, any changes necessary will be addressed and final plans will be submitted. Upon approval of the plans, ADOT will administer the construction portion of the project.

Vice-Chair Spear asked if the project was on budget. Mr. Hambrick replied that it was, but had little room for error.

Commissioner Baker asked if there were any decisions made concerning street closures regarding the Pedestrian Crossing.

Mr. Hambrick stated that there would not be any street closures. The new plan has a pork chop island placed at the south end of First Street. Mr. Hambrick explained that this was an effort involving the City, ADOT and local business owners.

After some discussion, the Commission requested a layout of the proposed plan. Mr. Hambrick agreed to provide the plan.

Mr. Hambrick noted that the Route 66 Pedestrian Crossing has had final plans submitted, and ADOT will administer the construction of the project. This project is tentatively scheduled to be advertised for construction in October, with construction beginning after the first of the year. Mr. Hambrick acknowledged that this project has been ongoing since 2009.

The freestanding sign project at the Powerhouse has been awarded to Discount Signs, who has already begun the project. Mr. Hambrick acknowledged that this project was approved for

\$25,000, and was awarded to Discount Signs for \$12,642.66 the other bid received was from YESCO for \$28,841.53. Mr. Hambrick noted that all of the entities at the Powerhouse have agreed to reimburse the City for the price of their signs.

## **5. NEW BUSINESS**

### **A. CONSIDERATION OF A RECOMMENDATION OF A PERSON TO THE TOURISM DEVELOPMENT COMMISSION:**

Commissioner Baker noted that there had been vacancies on the Commission for three months, and asked what caused the nominations to come up on the Agenda at this time. He also acknowledged that the City Council has discussed disbanding the Tourism Development Commission, and does not feel it would be fair to have new Commission members appointed, only to have the Commission dissolved in two months.

Councilmember Carver stated that the decision to disband the TDC had been tabled pending additional information regarding compliance with budget and by-laws, as the operation of the Kingman Visitor Center may have to be modified. Councilmember Carver went on to state that the TDC is a seven member board, and with two vacancies, it was possible to become involved in a situation where the Commission could not vote, if members were absent, because a majority of the total Commission must be present.

Commissioner Baker asked if there was a timetable for the disbanding decision. Councilmember Carver acknowledged that until the requested information was provided the decision would be pending, and noted that the TDC could table this item if they so choose.

After some discussion Chair Burge asked Herberta Schroeder if she would like to address the Commission.

Herberta Schroeder addressed the Commission stating that she had been a resident of Kingman since 1984. Ms. Schroeder stated that she loves Kingman, and sees this as an opportunity to give back and become active in the community. She acknowledged that she is aware that this may be a short term appointment, but felt that the more people there are that are working toward a common goal, the better, everyone brings their own strengths to the Commission. Ms. Schroeder stated that she has seen great strides made improving the tourism of our community, and has donated photographs that she has taken to the Kingman Visitor Center to be included in news releases and articles. As a professional photographer, she experiences a number of the same activities as a tourist to the area would, and enjoys looking for something new and unique. Ms. Schroeder stated than any experience she can share or learn from is a welcome opportunity.

Chair Burge thanked Ms. Schroeder for her interest and input regarding the Commission.

Theresa Evans addressed the Commission stating that she has been a resident of Kingman for three years, but has been involved with Kingman for 40-years. Ms. Evans acknowledged that between her husband and herself they have 95-years of experience with the tourism industry. She has worked as a travel coach driver and for Greyhound, and still has ties with this industry in Phoenix. Ms. Evans stated that Kingman can increase their sales tax revenue not only by adding businesses, but by increasing tourism. She acknowledged that Kingman has a lot to offer, and could be a marketable destination. Ms. Evans stated that she is willing to learn and willing to work toward bringing Kingman where it should be in the tourism industry.

Chair Burge noted that one of the offers that TDC brings to the City is to focus on the revenue brought in due to the effect of tourism and how it is distributed.

Commissioner Pettit made a MOTION to RECOMMEND applicants Herberta Schroeder and Theresa Evans to the Tourism Development Commission. The MOTION was SECONDED by Commissioner Patterson and CARRIED UNANIMOUSLY (5-0).

## **6. ANNOUNCEMENTS BY COMMISSIONERS:**

Commissioner Pettit commended the City Manager for his hard work in promoting the “Best of the West on Route 66 Festival” and stated that it would be wonderful to see it become an annual event.

Commissioner Patterson stated that she appreciated the discussion and thanked Commission members and Council Liaison Larry Carver for taking the time to clear things up for her.

Chair Burge noted that communication was essential to any successful organization, and thanked Commissioner Patterson for her time and energy with the Commission.

Council Liaison Carver thanked Burley Hambrick for his attendance in Tucson during the Arizona League of Cities and Towns Convention, and acknowledged that he had hauled the large Route 66 emblem used for the auto shows down, assembled it for the Convention and then dissembled it to bring back to Kingman.

City Manager John Dougherty reminded Commissioners that any time they wanted to discuss something, let staff know, and it will be added to the Agenda.

Vice-Chair Spear made a MOTION to adjourn. The MOTION was SECONDED by Commissioner Pettit and CARRIED UNANIMOUSLY (5-0). Chair Burge declared the meeting adjourned at 8:30:29 AM.

## **7. ADJOURNMENT08:30:29**

APPROVED:

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Kristal Burge  
TDC Chairperson

STATE OF ARIZONA)  
COUNTY OF MOHAVE) ss:  
CITY OF KINGMAN)

CERTIFICATE OF TDC MINUTES

I, Sandi Fellows, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Regular Meeting Minutes of the Tourism Development Commission held on September 3, 2015.

Dated this 8<sup>th</sup> day of October, 2015.