

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Microsoft Teams
Meeting Minutes of January 28, 2026

1. **Call to order, roll call, and welcome.** Co-Chair Marcus Carney called the meeting to order at 1:04 pm

SUBCOMMITTEE ATTENDEES PRESENT: Co-Chair Marcus Carney, Co-Chair Sarah Webber, Meg Roederer, Kristen Hasbell

SUBCOMMITTEE ATTENDEES NOT PRESENT: Ron Price, Michelle Ramos, Kade Nelon, Neil Large, Maleena Deer

NON-VOTING MEMBERS PRESENT: Leslie McClendon

NON-VOTING MEMBERS NOT PRESENT: Kelly Vaughn, Matt Eberhart, Kim Todd, Bobby Martin, Amber Cargile, Alix Skelpsa Ridgway

2. **Discussion and possible action on meeting minutes for December 19, 2025.** Due to the lack of a quorum, no action was taken on approval of the December 19, 2025 minutes.

3. **Discussion and possible action on travel and tourism projects**

- a. **Road to 250: Arizona Traveling Museum**

Executive Director Laura Terech reported that the Traveling Museum route is set and shared full 3D mock-ups of the vehicle's exterior and interior. The complete list of locations is available at <https://www.america250az.org/initiatives/>.

The Liberty Bell replica will be installed in the vehicle on February 12 at 5:00 a.m., with media invited to that event and to a send-off ceremony on February 13 at the Polly Rosenbaum State Archives & History Building; subcommittee members have been invited.

A sponsor list has been shared with site contacts so they can reach out directly if they wish to participate in a tour stop. A recent press release announced the tour dates, and

members are welcome to promote those dates via the initiatives page. A toolkit for host sites is in development and will be released soon.

b. Passport250

Executive Director Laura Terech shared Passport250 web statistics showing that site traffic spikes following media coverage. Once the Traveling Museum is on the road, Passport250 promotion will increase, with new prizes and additional promotional strategies in development. Members were reminded that the hashtag #America250AZ can be used to help promote Arizona America250 activities. If any location pins in Passport250 appear to be in unsafe or inaccessible spots, members were asked to notify the Commission and Emily at ADOT to adjust the locations.

c. Cheers250 and pop-up tavern events

Executive Director Laura Terech reported on a recent meeting with the Sons of the American Revolution (SAR) and the Camby Hotel regarding a potential site for Cheers250-themed pop-up tavern events.

d. Outdoors250

Co-Chair Sarah Webber shared that Outdoors250 officially launched this month. To date, 760 people have signed up to participate, and several additional cities have expressed interest in joining the program. A toolkit has been released, and all Outdoors250 events will be posted on the Community Calendar at <https://www.america250az.org/events/>.

e. America250-themed itineraries

Drafts of six America250-themed itineraries were shared in the meeting chat. Members were invited to email any final edits to Kristen Hasbell; following a final review, the itineraries will be ready for public distribution.

4. Discussion, possible action, and report from Executive Director on Arizona America250 tentpole initiatives.

a. Civics Semiquincentennial Scholarship

Executive Director Laura Terech reported that more than \$130,000 in scholarship funding is available through Rotary and the Dougherty Foundation to support Arizona students.

b. Dear America, Love Arizona postcard campaign

Requests for “Dear America, Love Arizona” classroom postcard toolkits have been very high; the initial run of 5,000 postcards was fully requested within three days. Additional funding has been secured to print more postcards so the initiative can continue. The

campaign provides classrooms with a free, ready-to-use activity that encourages students to reflect on what they love about Arizona and their hopes for the nation's future.

c. Operation Freedom March

Operation Freedom March invites participants to complete sections of the Arizona Trail as part of a Military and Veterans Subcommittee initiative open to all. Further information is available at <https://aztrail.org/events/operation-freedom-march/>.

d. National initiatives

Executive Director Laura Terech highlighted the following two initiatives. These initiatives and additional information are available at <https://www.america250az.org/initiatives/>.

America's Field Trip is a nationwide contest inviting students in grades 3–12 to share what America means to them as part of the nation's 250th anniversary, with opportunities to earn memorable field trips to historic and cultural landmarks.

MY AMERICA is a nationwide, youth-driven art and civic engagement campaign designed to honor the past, reflect on the present, and inspire the future through artistic expression, civic action, and public commemoration. Arizona is currently leading in MY AMERICA submissions, which will form part of a large mosaic American flag comprised of thousands of tiles featuring messages, drawings, and poems from young people across all 50 states.

5. **Update and overview from Meg Roederer on joint meeting with the History, Heritage & Historic Preservation Subcommittee scheduled for April 23, 2026**
Members were asked to save the date for an in-person meeting that will include optional after-meeting activities. A hybrid participation option will be available, and lodging information will be shared soon. Hopefully this meeting can be a combined meeting with the History, Heritage & Historic Preservation Subcommittee.
6. **Call to the public.** No calls to the public were received.
7. **Adjournment.** Co-Chair Marcus Carney adjourned the meeting at 2:10 p.m.