

**Arizona America250 Commission**  
*Travel and Tourism Subcommittee*  
*Virtually via Microsoft Teams*  
**Meeting Minutes of February 25, 2026**

1. **Call to order, roll call, and welcome.** Co-Chair Sarah Webber called the meeting to order at 1:02 pm

**SUBCOMMITTEE ATTENDEES PRESENT:** Co-Chair Sarah Webber, Meg Roederer, Kade Nelson

**SUBCOMMITTEE ATTENDEES NOT PRESENT:** Co-Chair Marcus Carney, Ron Price, Michelle Ramos, Neil Large, Maleena Deer, Kristen Hasbell

**NON-VOTING MEMBERS PRESENT:** Amber Cargile

**NON-VOTING MEMBERS NOT PRESENT:** Kelly Vaughn, Matt Eberhart, Kim Todd, Bobby Martin, Leslie McClendon, Alix Skelpsa Ridgway

1. **Discussion and possible action on meeting minutes for December 19, 2025, and January 28, 2026.** Due to lack of a quorum, no action was taken on approval of minutes.
2. **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 launched on Arizona Statehood Day, February 14, and shared a slideshow presentation highlighting updates from tour stops across the state.

The activation has received positive feedback, with approximately 7,600 attendees recorded to date, varying by location. Interactive opportunities allowing visitors to ring the bell and take photographs have been especially well received. The traveling museum is scheduled to conclude its tour on April 11, 2026, in Lake Havasu City. The tour schedule is available on the America250 website.

**b. Passport250**

Joshua Coddington reported that updated participation metrics are not yet available, though the program continues to see strong engagement. Media appearances promoting Passport250 have resulted in significant increases in participation.

Executive Director Laura Terech noted that window clings have been developed for participating locations and that meetings are being scheduled with partner sites. A

webinar with approximately 50 participants is scheduled for March 3 at 3:00 PM to support collaboration and further promotion efforts. Members discussed maintaining Passport250 through 2026, with Meg Roederer expressing support for continuing the initiative. Mr. Coddington emphasized outreach messaging focused on local engagement and participation by Arizonans.

**c. Cheers250 and pop-up tavern events**

The Subcommittee discussed the Cheers250 initiative and related pop-up tavern events. Updates were provided on commemorative beverages developed in partnership with Arizona breweries and distilleries, including the Mother Road Brewing “A250” beer and a SanTan Brewing bourbon. A portion of the proceeds from these products will benefit America250 Arizona programming and initiatives.

**d. Outdoors250**

Co-Chair Sarah Webber reported that Outdoors250 launched approximately one month ago and is progressing well. Efforts are focused on maintaining momentum and continued engagement.

**e. America250-themed itineraries**

Co-Chair Webber deferred to Co-Chair Marcus Carney for updates; however, no additional information was available at this time.

**f. Cross-Promotion with the Arizona Office of Tourism**

The Subcommittee discussed collaboration with the Arizona Office of Tourism related to the Great American State Fair, scheduled for June 25 through July 10, 2026, on the National Mall in Washington, D.C. The event will be open daily with free admission and is expected to attract significant attendance. Each state will host a 30-by-30-foot booth promoting tourism and cultural initiatives. Members discussed the importance of staffing Arizona’s booth consistently and the opportunity to promote Arizona during Fourth of July celebrations. Executive Director Laura Terech discussed plans to send panels from the traveling museum display for use at the Arizona booth.

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

**a. Arizona Initiatives**

Executive Director Laura Terech provided updates on several initiatives, including the Arizona Trail Veterans Relay, the Dougherty Foundation Rotary and America250 Scholarship, and the “Dear America, Love Arizona” postcard campaign. Approximately 23,500 postcards have been distributed across all Arizona counties, representing multiple grade levels and Girl Scout troops. The postcards will be displayed at the Arizona State Capitol, and approximately 40,000 postcards are expected to be returned. Executive

Director Laura Terech also discussed the 5 C's Art Exhibition, running from February 3 through June 2026, with visits coordinated through the Flinn Foundation.

**d. National initiatives**

Updates were provided on national America250 programs. The America's Field Trip initiative, open to students in grades three through twelve, will close applications at the end of March and provides behind-the-scenes educational trips to national landmarks. Planning is also underway for America's Potluck, with a stakeholder meeting scheduled for March 9 to discuss the July 5, 2026, event focused on community engagement and neighbor-to-neighbor connection.

**4. Discussion and possible action on 4<sup>th</sup> of July activations.**

Co-Chair Sarah Webber reported ongoing discussions with stakeholders to support Fourth of July programming statewide. A toolkit is being developed along with a draft survey intended to identify organizations planning related events. Executive Director Laura Terech noted the effort remains in progress and includes collaboration with Addigital to assist with outreach and better understand municipal needs.

**5. Members share out on events and initiatives across the state**

Members provided updates on events and initiatives taking place across Arizona in support of America250 programming. Amber Cargile of the Bureau of Land Management reported on a recent signature event and a family fun run and noted that the Bureau is partnering with the Trails250 initiative to highlight trails statewide and promote outdoor engagement. Ofelia Hawk shared that the Fountain Hills Orchestra is planning an America250 performance in Fountain Hills. Meg Roederer announced that an in-person meeting is scheduled for April in Flagstaff and highlighted the upcoming Route 66 Centennial celebration on June 6 in Flagstaff, recognizing "America's Mother Road." Brittany provided an update on the Arizona Game and Fish Department's "Fish250" initiative and ongoing related programming.

**6. Call to the public.** No calls to the public were received.

**7. Adjournment.** Co-Chair Sarah Webber adjourned the meeting at 1:57 PM.