

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Microsoft Teams
Meeting Minutes of July 22, 2026

1. **Call to order, roll call, and welcome.** Co-Chair Sarah Webber called the meeting to order at 1:07 p.m.

SUBCOMMITTEE ATTENDEES PRESENT: Co-Chair Sarah Webber, Neil Large, Ellen Jimenez, Kade Nelson

SUBCOMMITTEE ATTENDEES NOT PRESENT: Co-Chair Marcus Carney, Meg Roederer, Kristen Hasbell, Ron Price, Michelle Ramos, Maleena Deer

2. **Discussion and possible action on meeting minutes for March 25, 2026**

Co-Chair Webber requested discussion on the draft minutes for the March 25, 2026, meeting. Member Kade Nelson moved to approve the minutes, and Member Neil Large seconded the motion. With a quorum present and no objections, the motion carried. Member Ellen Jimenez abstained.

3. **Discussion and possible action on joint History, Heritage & Historic Preservation and Travel and Tourism meeting minutes from April 23, 2026.**

Co-Chair Webber requested discussion on the draft minutes for the April 23, 2026, joint meeting. No questions or discussion were raised. Member Neil Large moved to approve the minutes, and Member Kade Nelson seconded the motion. The motion carried unanimously.

4. **Report, discussion and possible action on travel and tourism projects.**

The subcommittee received updates on travel and tourism projects, including Passport250, Outdoors250, America250-themed itineraries, Dear America, Love Arizona postcard displays in State Parks, America's Potluck and America Gives Week of Service, and the Bell Rededication and Volunteer Recognition Ceremony which will be on October 1st at the Arizona State Capitol.

Passport250. Emily Balli, representing the Arizona Office of Tourism, reported that Passport250 had 108 sign-ups in July, with more than 90 check-ins. Since the program's rollout, there have been more than 4,500 sign-ups and approximately 1,600 check-ins. The current top location is the Powerhouse Visitor Center in Kingman, followed by the "Standing on the Corner" site in Winslow, Arizona.

Outdoors250 (including Birding250 and Trails250)

Neil Large shared that the top participants for Birding250 and Trails250 would begin receiving their awards within the next few weeks. He noted that working on the project was enjoyable and reported that the leading Birding250 participant recorded 253 bird species.

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

The Executive Director reflected on the past year, expressed appreciation for the subcommittee's commitment, networking, and service, and presented a slide deck highlighting the Commission's work. The subcommittee was reminded to watch for additional information about the Bell Rededication and Volunteer Recognition Ceremony scheduled for October 1st, 2026. Chair Webber offered positive remarks to staff and subcommittee members for their efforts, expressing hope that all members feel proud of the collective work, and subcommittee member Neil Large also commended how well Birding250 has been received.

6. Discussion and possible action on joint April meeting between Travel & Tourism and History, Heritage & Historic Preservation.

Chair Webber reported that initial conversations had taken place about holding another joint meeting with the History, Heritage & Historic Preservation subcommittee, but no additional planning had occurred. She invited discussion on whether another meeting was needed. Kade Nelson commented that a meeting should not be held solely for its own sake, but that the subcommittee would gladly convene again if the Commission or subcommittee projects require it. Chair Webber stated that no additional meetings would be scheduled at this time, but that a future meeting may be called if new business arises, and she reminded members to watch for information about the October 1st Bell Rededication and Volunteer Recognition Ceremony.

7. Member share out on events and initiatives across the state.

No member updates were shared.

8. Call to the public.

No public comments were received.

9. Adjournment.

Co-Chair Webber adjourned the meeting at 1:51 p.m.