

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Zoom
Meeting Minutes of January 22, 2025

1. Call to order and welcome.

Co-Chair Webber called the meeting to order at 10:01am.

All Subcommittee Voting Members Present:

Sarah Webber, Co-Chair
Alix Skelpsa Ridgway
Neil Large

Marcus Carney, Co-Chair
Michelle Ramos
Maleena Deer

Ron Price
Kade Nelson
Kristen Hasbell

2. Introductions.

3. Overview of subcommittee and the America250 Arizona Commission.

Executive Director Terech shared a presentation explaining the purpose of the Commission, the tentpole initiatives, this history of the logo contest, and the history of the winning artist. The logo is available for licensing and may be used by cities and other organizations cost-free for non-profit use. It can be used for commercial purposes as long as there is an agreement for a percentage of the profit to be shared with the Commission. Tentpole initiatives include the Two Lights for Tomorrow event on April 18, 2025, the Traveling Museum, Passport250, Saguaro250, and an event with ASU Gammage. A short overview of some of the other subcommittee projects was shared along with information about the America's Field Trip contest.

4. Discussion and possible action on travel and tourism projects.

a. Passport250.

Subcommittee members asked about platform functionality and the potential of using Bandwango due to their work with the Arizona Office of Tourism. Securing a vendor to build the app and possibly the website will be a high priority after funding is secured. The Commission is also hoping to contract with vendors for marketing and communications as everything is currently being done in-house at the Secretary of State's Office. It will be important to market to Arizonans, national travelers, and international visitors. Members suggested partnering with municipalities and featuring "Events250."

b. Arizona Trail Relay in partnership with the Military & Veterans Affairs subcommittee.

Sections of the trail will be available to bike and hike. ED Terech and members of the MVA committee will be meeting with Arizona Trails to determine the next steps.

c. Route 66 Centennial.

Route 66's Centennial coincides with A250, which will be an opportunity to highlight their commemoration as part of the Semiquincentennial. Co-Chair Webber suggested the subcommittee work on collaboration as much as possible to avoid competition for capacity, attention, funding, etc. Members discussed plans already underway for the different groups the members represent. The Arizona Office of Tourism and Discover Flagstaff both have a dedicated section for Route 66 on their websites. Members discussed the need to package A250 AZ and Route 66 for smaller communities to ensure that they can do both. Cities can build itineraries and promote those to tour operators.

d. Brainstorming additional travel and tourism projects and initiatives.

Ideas include sponsoring or supporting local events to promote at a community and statewide level, an America250 Arizona asteroid name, Birds250, and trail designation on Navajo Nation.

5. Discussion and possible action on subcommittee membership and future meeting dates through the end of the year.

Co-Chair Webber will send a poll to determine the best date and time for the group to meet in February. Open to hybrid meetings at locations around the state.

6. Call to the public.

No public comments were received.

7. Adjournment.

The meeting was adjourned at 11:15am.