

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Zoom
Meeting Minutes of May 28, 2025

1. Call to order and welcome.

Co-Chair Webber called the meeting to order at 10:05am.

Subcommittee Members Present:

Sarah Webber, Co-Chair
Meg Roederer
Maleena Deer

Marcus Carney, Co-Chair
Michelle Ramos
Kristen Hasbell

Ron Price
Neil Large

Subcommittee Members Absent:

Alix Skelpsa Ridgway

Kade Nelson

2. Purpose and mission of the Arizona America250 Commission and the Travel & Tourism subcommittee.

Co-Chair Webber shared the mission and vision of America250 Arizona and invited everyone to help celebrate Arizona and our country's Semiquincentennial.

3. Discussion and possible action on meeting minutes for March 19, 2025.

MOTION Approval of draft minutes as written. Kristen Hasbell motioned, Ron Price seconded. The motion carried unanimously.

4. Presentation from the Arizona Office of Tourism regarding a possible partnership on the Passport250 app.

Representatives from the Arizona Office of Tourism presented on a pass for A250 similar to the Route 66 passport using the platform Bangwango. AOT will build it and we will supply the content, which can be broken into categories, including geographically.

5. Discussion and possible action on next steps for Passport250.

The AOT team and other attendees had a discussion about functionality and next steps for creating the page. The ED shared the ideas that have been brought forth for what the

Commission and subcommittees want Passport250 to include. Maleena Deer shared work that she is doing with her network creating ways to invite visitors to indigenous areas to help support Tribal communities. The subcommittee will seek to promote the work that is already being done for the IndigenousTravel250 portion of the passport.

MOTION: Staff will categorize the pathways and the number of items in each category, then push out to the other subcommittees, cities & towns, tribal tourism organizations and representatives, and a social media campaign to fill in the list.

Meg Roederer made a motion to move forward the Passport250 app for development and implementation. Neil Large seconded. The motion carried unanimously.

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

a. Creation of America 250-themed itinerary. Leslie brought up that she reached out to cities and towns for ideas on themes that allow tour operators to offer a la carte itinerary options, will update the group as the project develops.

b. Tabling at the Arizona Parks and Recreation Association Conference. The ED shared that we had received an invitation to table at the conference. We are developing a tabling kit that should be ready by August. She solicited for volunteers to staff the table. Tabling would be for 26 and 27 August. It was suggested we look at tabling at ICCMA. Marcus Carney asked about tabling at the League of Cities conference in August, as well.

c. Two Lights for Tomorrow, April 18, 2025, wrap-up. The Two Lights for Tomorrow highlight reel was shared and will be promoted on social media. The A250 team thanked Co-Chair Marcus Carney for all his help that day.

7. Member share-out on events across the state. Meg Roederer shared Flagstaff summer season events. She also shared that the Route 66 magazine is out and suggested A250 AZ contribute something to a planned re-printing. Neil Large has been working on the Birding250 app. He has secured some prize/swag items, including someone who will take winners on a two-day birding trip. Co-Chair shared that work is being done on Trails250 and conversations have been had with Game & Fish. Co-Chair Carney shared that Yuma will be holding a 250th birthday for the Army on 14 June. The ED shared that planning continues for the Traveling Museum.

8. Discussion and possible action on subcommittee membership and upcoming meeting dates. The June meeting will be on June 25, 2025, at 1pm with the goal of making the meetings standing for 1pm on the fourth Wednesday of the month.

9. Call to the public.

No public comment received.

10. Adjournment.

The meeting was adjourned at 11:08am.

DRAFT