

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Zoom
Meeting Minutes of July 23, 2025

1. Call to order and welcome.

Co-Chair Carney called the meeting to order at 1:02pm.

Subcommittee Members Present:

Sarah Webber, Co-Chair
Kade Nelson

Marcus Carney, Co-Chair
Amber Cargile

Meg Roederer
Neil Large

2. Discussion and possible action on meeting minutes for June 25, 2025.

No action taken as quorum was not met.

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

a. Passport250 launch and site nomination. ED Terech shared that there is an initial list of 25 and will roll out an addition 75 per month over three months for a total of 250. Website progress is being made. Staff shared an update on background work being done, including a kickoff video that was done with ED Terech and the Phoenix Symphony. ED Terech shared that additional videos might be filmed to promote Passport250, including a potential collaboration with Act One Culture Pass. Passport 250 should launch tomorrow or the day after. Meg Roederer gave an update of work being done up in Flagstaff. Catrina Kahler introduced herself and shared her interest in there being a focus on arts and culture. She asked about the timeline for nominations – 75 each in August, September, and October. Ramsay Wharton introduced herself and spoke of the benefits of coordinating with the film community. Additional discussion included continued promotion of Passport250 and ensuring geographic representation throughout the state.

b. America 250-themed itinerary. These are currently being developed.

c. Tabling events. Co-Chair Carney was at a tourism conference recently and shared stickers and info cards for A250 with people. ED Terech reports that we have received many invites to table. We are working obtaining swag to do so. A discussion was had about future events and collaborating with other agencies or partners for shared tabling space.

4. Report from the Executive Director.

a. Traveling Museum. The Commission is in the process of sourcing the vehicle. There are at least four options. Staff will work closely with the League of Cities and Towns to provide information on scheduling stops.

b. A250 AZ PR/Marketing update. The Commission is evaluating proposals from numerous firms. Once a firm is chosen, the website will transfer from the AZSOS website to its own .org domain.

5. Member share-out on events across the state. Members shared information about different events.

6. Call to the public. No public comment received.

7. Adjournment. Next meeting is on 27 August at 1pm. Adjournment at 1:56pm.