

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Zoom
Meeting Minutes of August 27, 2025

1. Call to order and welcome.

Co-Chair Carney called the meeting to order at 1:03pm.

Subcommittee Voting Members Present:

Marcus Carney, Co-Chair

Maleena Deer

2. Discussion and possible action on meeting minutes for July 23, 2025. Tabled until September meeting due to lack of quorum.

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

a. Passport250. ED Terech expressed gratitude to this subcommittee for all their help with this initiative. This is a list of 100 (soon to be 250) places across the state designated as places to visit. The Commission is encouraging people to make more suggestions and share this initiative with their networks.

b. America 250-themed itinerary. No updates.

c. Cheers250: A250 AZ beer and taproom promotion and events. Mark Seifert shared information about a 1776 Independence Tavern, a pop-up tavern “event” with breweries, taprooms, and other locations across the state. The fundamental theme is the Semiquincentennial. They are aiming to make the tavern immersive and experiential. There will be period re-enactors. It can be indoors or outdoors. The Sons of the American Revolution plan to schedule monthly in 2026. SAR is looking for venue suggestions and an overview was sent to TNT members.

d. Outdoor250: Trails, Parks, Fishing, Birding, Fitness. The Commission is currently in the process of building a .org website. The team is still determining how these different initiatives will be featured on the website. ED Terech solicited ideas from the subcommittee. Amber Cargile led a discussion on trails.

4. Report from the Executive Director.

a. Traveling Museum. The target launch date is still February. We expect awarding a contract for this by October. Scheduling will be done through work with local cities and towns.

b. A250 AZ PR/Marketing update. A PR/Marketing firm will be coming on board within the next several weeks to assist with promotion, particularly around Passport250 in the short term.

5. Member share-out on events across the state. Carol Yanco reported that, in Flagstaff on 11 October, there will be a panel discussion about the American Revolution. On 12 November, there will be a Native American performance at the Heard Museum. Carol is looking for partner sponsors. Information on the dates and details have been sent to TNT members.

6. Call to the public. ED Terech shared information about the musical “Suffs” and how to purchase tickets with a discount code. She also reported about the A250 beer and whiskey approved by the commission.

7. Adjournment. Next meeting is on 24 September at 1300 h. Adjournment at 1402 h.