

Arizona America250 Commission
Travel and Tourism Subcommittee
Virtually via Zoom
Meeting Minutes of September 24, 2025

1. Call to order and welcome.

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

ATTENDEES: Sarah Webber, Marcus Carney, Nina Lindsey, Meg Roederer, Andrew Pegnam, Katie Miller, Tyler Lopez, Polly Flachman, Kristen Hasbell, Neil Large, Elyse Field, Jessica Nunnally, Leslie McClendon, Michael Martin, Summer Logan, Catrina Kahler, Dave Nevins.

2. Discussion and possible action on meeting minutes for July 23, 2025, and August 27, 2025.

MOTION: Approval of draft minutes for July and August as written. Marcus Carney motioned; Kristen Hasbell seconded. The motion carried unanimously.

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

a. Passport250. The ED reported that everyone has been very excited about this initiative. The Commission is ramping up a media campaign to promote Passport250. The next 75 spots were sent to the Arizona Office of Tourism for a total of 175. Nominations are open until 1 October. The team is working on a media kit with Agital to send to all the sites that have been selected. Agital proposed window clings to designate a site as a Passport250 location. ED Terech shared a county-by-county breakdown of the sites so far. There was a spike in sign-ups for the app after it was reported in the Arizona Republic and other media outlets. Representatives from AOT will be invited to the next call to share additional metrics. Summer from the Prescott Rodeo offered to add Passport250 to their email blast. The Commission is looking for sites statewide that could host the Passport250 prizes for redemption. TNT members with access to a public location are encouraged to reach out to ED Terech. Prize packs include individual stickers and sticker sheets.

b. Cheers250 and pop-up tavern events. A discussion was held on plans for this initiative. It was discussed inviting the Sons of the American Revolution to a subsequent meeting to discuss their pop-up colonial tavern concept. An official A250 AZ beer has been established with Mother Road Brewing, with further plans for an official bourbon and multiple wine varietals.

c. Dine250. The Arizona Restaurant Association is promoting this to their members to help submit nominations for the Dine250 category in the Passport250 pass.

d. Outdoor250: Trails, Parks, Fishing, Birding, Fitness. Co-Chair Webber led a discussion about creating Hike250 events to publicize trails. Katie Miller shared an update on plans the BLM has for promoting Trails250. Meg Roederer asked if there are plans to include trail clean-ups as part of Trails 250. ED Terech suggested that such an endeavor would be a good way to link up with the Civic Engagement, Education, & Community Service subcommittee. Neil Large shared a link to a web page he is building for the State Parks website to highlight Birding250. Co-Chair Webber reported that some folks with the Military and Veterans Affairs subcommittee are working on trail clean-up endeavors.

e. America 250-themed itineraries. Leslie McClendon reports that she is working on drafts with the cities. They will be working with AOT.

4. Report from the Executive Director on A250 AZ tentpole initiatives and A250 AZ marketing promotion. See updates above.

5. Member share-out on events and initiatives across the state. Tabled for the next meeting.

6. Call to the public. No public comments were received.

7. Scheduling the next in-person A250 AZ Travel & Tourism Subcommittee meeting. Co-Chairs Webber and Carney would like to schedule another in-person meeting. Co-Chair Carney has suggested Yuma Crossings. The initial idea was to do a joint in-person meeting with the History, Heritage, and Historical Preservation Subcommittee.

8. Adjournment. The meeting was adjourned at 1:09pm.