

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

1. Call to order and welcome.

Co-Chair Carney called the meeting to order at 1:04pm.

ATTENDEES: Marcus Carney, Heidi Rayment, Maleena Deer, Andrew Bauman, Jess Nunnally, Tyler Lopez, Kristen Hasbell, Leslie McClendon, Summer Logan, Kade Nelson, Ramsay Wharton, Leslie McClendon

2. Discussion and possible action on meeting minutes for September 24, 2025. Tabled for next month due to not being quorate.

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

a. Passport250 promotion and metrics. ED Terech shared stats/metrics from the website. The team is working with Agital to develop toolkits to send out to all the partner sites. There will be a short video filmed with Tempe Mayor Corey Woods, which will be added to a video made at the Phoenix Symphony to help showcase this initiative. These videos will be included in the partner toolkit as samples. The final 75 sites will be added shortly. There were 406 submissions from the public. The A250 AZ Community Calendar is up for sites wishing to submit events.

b. Outdoor250: Trails, Parks, Fishing, Birding, Fitness. Heidi Rayment shared details of plans being worked on at Fish & Game. ED Terech shared the new website. Kade Nelson shared details and ideas they are working on. Parks will work on partnering with cities for 4th of July activations, with possible A250 AZ swag kits sent out for co-branding. Sarah Webber will be presenting information on Arizona America250 during the next Director call for further collaboration. Summer from Prescott Rodeo spoke about making plans for having an A250 Night in 2026. The Fitness250 component is being planned to launch as a New Year's initiative, which will ideally incorporate the other elements of Outdoor250.

c. America 250-themed itineraries. Kristen Hasbell is utilizing AOT branding for the itineraries with co-branding from A250 AZ.

4. Report from the Executive Director on A250 AZ tentpole initiatives and A250 AZ marketing promotion. ED Terech reports that she hopes to have the contract for the traveling

museum signed in the next few weeks. The launch date is still being finalized. The original goal was to launch on Statehood Day, but it may have to be in March or early April. The soft launch for applications for the traveling museum went out in the AZ Cities and Towns newsletter and individual outreach. 41 submissions have already been received with more outreach ahead. ED Terech solicited ideas for how to make sure the traveling museum hits as many locations as possible while offering options for sites not selected. There may be an opportunity to invite them to host their own events around the planned time capsules.

5. Member share-out on events and initiatives across the state. Co-Chair Carney reported that Yuma will be doing an event on 18 April – details to follow. He expressed satisfaction with the *Suffs* event at Gammage last week.

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

7. Scheduling the next in-person A250 AZ Travel & Tourism Subcommittee meeting. Co-Chair Carney said that he has received a few replies to the call to gauge interest in having an in-person meeting in the next few months. More people need to reply. ED Terech will send the poll again in the follow-up email.

8. Adjournment. 1:39pm.