

Arizona America250 Commission
Travel and Tourism Subcommittee
In person at 1825 E. 18th Street, Yuma, AZ 85364, and virtually via Microsoft Teams
Meeting Minutes of December 19, 2025

1. **Call to order, roll call, and welcome.** Co-Chair Sarah Webber called the meeting to order at 11:42 am

IN PERSON ATTENDEES: Co-Chair Marcus Carney, Co-Chair Sarah Webber, Meg Roederer, Kristen Hasbell, Leslie McClendon

VIRTUAL ATTENDEES: Kade Nelson, Amber Cargile

2. **Discussion and possible action on meeting minutes for September 24, 2025.** Kristen Hasbell moved to approve the September 24, 2025, meeting minutes. Meg Roederer seconded the motion. The motion passed with all in favor and none opposed.
3. **Discussion and possible action on travel and tourism projects.**
 - a. **Passport250.** Executive Director (ED) Laura Terech provided an update on Passport250. All 250 sites are uploaded and active on the pass. Our PR Company has created a media kit that will be sent to participating sites, and social media promotion is ongoing. More than 400 submissions have been received to date. Co-Chair Sarah Webber requested that user and usage data, as well as the number of prizes redeemed, be provided by the Arizona Office of Tourism (AOT) at the next meeting.
 - b. **Cheers250 and pop-up tavern events.** Co-Chair Sarah Webber suggested inviting Michael from Mother Road Brewery to the next meeting to discuss Cheers250 and related pop-up tavern events. The subcommittee has not yet received an update from the Sons of the American Revolution (SAR) regarding their participation in the launch of the Arizona America250 beer and associated pop-up events.
 - c. **Outdoor250: Trails, Parks, Fishing, Birding, Fitness.** Co-Chair Webber reported that Trails250 will launch in January. Any qualifying trail-related experience will be included, and a toolkit will be made available to partners. Arizona State Parks will list organizations hosting events, and all events will be posted on the Arizona America250 Community Calendar. The January 1 “First Day Hike” event will serve as the kickoff to this initiative, and Trails250 will be incorporated into existing hiking events. The subcommittee discussed Parks250 and Birding250, including rebranding existing activities and sharing them through community calendars, with additional

details forthcoming. Members expressed interest in adding as many Fourth of July events as possible to the Arizona America250 Community Calendar. Co-Chair Webber will schedule time with Kade Nelson and ED Terech to discuss a Parks250 swag interest form. Fitness250, in partnership with Banner Health, is planned as a January launch under a “New year, new you” theme, promoting hikes and related activities and overlapping with Trails250 and Parks250. Co-Chair Marcus Carney asked whether the recently announced national America250 Patriot Games initiative will overlap with Arizona’s initiatives. The subcommittee noted that Fishing250 may be less active than anticipated and that updates to the website may be needed.

- d. **America 250-themed itineraries.** America250-themed travel itineraries were distributed by email earlier in the week. Members were asked to send updates or suggested edits to Leslie McClendon. The itineraries are being developed in partnership with the Arizona Office of Tourism for posting on its website, with a goal of submitting them by December 31, 2025. The intent is for each city to add its own America250-related events to these itineraries. Meg Roederer commented that travel advisors would find these itineraries especially useful.

4. **Report from the Executive Director on A250 AZ tentpole initiatives.**

- a. **Traveling Museum.** ED Laura Terech reported that the traveling museum project is progressing quickly and that the route is nearly finalized, with completion expected by the end of the year or early January. A tour manager has been hired, has already begun work, and is collaborating with the vendor to finalize the route. ED Laura Terech shared renderings of the vehicle, including the potential layout of interior themes across the floor, walls, and ceiling, the exterior wrap, and proposed interactive stations and reader rails that will include facts about the Liberty Bell replicas. The subcommittee discussed potential swag; due to cost, general swag will likely be limited, but stickers will be provided. Members suggested contacting Destination Management Organizations (DMOs) and similar partners to explore co-branded swag. The Commission is also considering State Forty Eight shirts that people could purchase, potentially through a QR code. Further discussion on swag items is ongoing. The launch of the traveling museum is being framed as a “Send-Off” event on February 13, 2025, at the Polly Rosenbaum (State Archives) building, featuring a special presentation by dignitaries for sponsors, media, commissioners, and other invited guests, along with private tours of the Archives. ED Laura Terech also shared an outline of the planned interior wrap for the traveling museum vehicle.
- b. **A250 AZ Scholarships with Dougherty and Rotary.** ED Laura Terech reported that the Commission has secured \$3,500 in scholarship funds in partnership with Dougherty, Rotary, and the Civics Subcommittee. Application information coming soon.
- c. **5C’s Art Exhibition at the Flinn Foundation.** ED Laura Terech reported that the 5C’s Art Exhibition at the Flinn Foundation is scheduled for February 3, 2026. The

call to artists is currently open. Commissioners and subcommittee members will be invited to attend. This project is part of the Arts and Culture Subcommittee's work.

- d. **MY AMERICA.** ED Laura Terech reported on MY AMERICA, a nationwide, youth-led art and civic engagement campaign in which students across all 50 states. Information and additional details on the initiative will be shared in the email that contains the meeting minutes.
5. **Member share out on events and initiatives across the state.** Meg Roederer shared information about the June 6, 2026, Flagstaff Route 66 celebration. Leslie McClendon shared that Yuma is planning "Yuma Salutes America's 250: A Star-Spangled Celebration" on April 18, 2026, and that the City's initial idea is to host the Traveling Museum at Desert Sun Stadium in conjunction with this event, while remaining open to other dates and locations, such as Downtown Yuma, if a different timeframe is selected. Amber Cargile (BLM Arizona) shared that BLM, in partnership with the Empire Ranch Foundation, is commemorating the 150th anniversary of Historic Empire Ranch with a yearlong series of events at Las Cienegas National Conservation Area, including an inaugural Empire Ranch Run on January 24, 2026, and additional America250-themed activities.
6. **Call to the public.** No calls to the public were received.
7. **Scheduling the next in-person A250 AZ Travel & Tourism Subcommittee meeting.** Meg Roederer proposed holding the next in-person Travel and Tourism Subcommittee meeting in Flagstaff on April 23, 2026, with the possibility of a joint meeting with the History and Historic Preservation Subcommittee. A backup date of April 10, 2026, was suggested.
8. **Adjournment.** 1:07 pm