



# ACERT

Arizona Council for Enhancing Recreation & Tourism

**Meeting Notes  
August 3rd, 2011  
10:00 a.m. – 12:00 p.m.  
Arizona Office of Tourism**

*Members Present*

Phyllis Riley – Bureau of Land Management  
Laura French – Arizona Office of Tourism  
Glenn Schlottman - Arizona Office of Tourism  
Julie Gavin – Arizona Humanities Council  
Jennifer Tsukayana – AZ Commission on the Arts

Joe Yarchin – Arizona Game and Fish Department  
Dawn Collins – Arizona State Parks  
Amelia – National Park Service  
Cynthia Blankenship – ASU/ACERT

**I. Introduction**

Thank you to Cynthia Blankenship, ACERT Intern and ASU Graduate Student for assisting with these notes.

This meeting marks the Council's fifth meeting and the beginning of its second year after reestablishing.

**II. Memorandum of Understanding (MOU)**

- The MOU was last signed by the group in 2002. The current draft has been updated but the language is pretty much the same.
- Two things to focus on - (1) The agencies included at the end of the MOU are the agencies that will sign. If any additional agencies should be included please contact them and invite them to the November 2<sup>nd</sup> meeting. (2) Please take the MOU back to your "Agency Director" and make sure the appropriate person looks over the language. The plan is to have the document complete and ready for signatures by Nov 2<sup>nd</sup>.
- Glenn/AOT has chaired the Council since August 2010. Current co-Vice Chairs are Dawn Collins and Annie McVay. Glenn, Dawn, and Annie will meet to determine next Chairperson. Those interested in taking on the Vice Chairperson position, and eventually the Chairperson, should contact Glenn.
- Jennifer recommended reaching out to the Small Business Association about joining the council, to better connect ACERT to the business community.

**III. Arizona Centennial Best Fest Natural Resources Pavilion**

- Kathy Eastman with the Arizona Museum of Natural History is heading the effort.
- The designers are in need of content, specifically for the mining section (content due Friday, Aug 5<sup>th</sup>). Looking for content in anything and will narrow the info as needed.
- The pavilion will have an Arizona road trip theme focused on regional natural resources highlights.
- The inside will not be staffed by ACERT agencies, but the outside booths will be staffed and focus more on agency information distribution and promotion.
- All ACERT member agencies will have logos displayed in the pavilion.

- The ACERT map will be used, as well as the AOT regional map. Jaime with the design team needs digital files for the AOT map.
- ACERT maps will be distributed at agency booths, and possibly inside the pavilion at a kiosk.
- Pavilion will be divided into two areas, recreation/scenery and mining/industrial.
- PBS videos will be shown in the pavilion.
- The recreation side will include the AZ Trail.
- Best Fest events are 9/16 – 9/18 in Prescott, 11/11 – 11/13 in Tucson and 2/10 – 2/12 in Phoenix.

#### IV. Project Updates

##### A. ACERT Map

- Phyllis sending out old print map for feedback
- Jennifer has information on Tribal museums to add to the map
- Addition of municipality/county parks would be too much (Maricopa, Coconino Counties have inquired)
- Would be good to include Anza trail (when info is available)
- Possible future ACERT project: county parks maps (with support from the counties)
- Expected print date is currently spring 2012
- Name change to “Recreation and Cultural Sites” to include tribal museums
- For online map, keep files in GIS format/database, not just image files
- Need a cartographer to redraw the base map, add scenic byways, roads, tribal museums and new sites
- Jennifer has marked tribal sites on ACERT map to display the distribution.
- Cost close to 10K to have previous print map designed, should be less expensive this time do to existing design and files
- BLM GIS dept has info, need to edit/modify, current files are Adobe Illustrator
- ADOT and other files are available online
- Next step, bid process for map designer

##### B. Online Resources

- The online resources plan was presented, as well as possible design options. The plan is available on the ACERT page. <http://www.azot.gov/community-resources/arizona-council-for-enhancing-recreation-tourism>
- A GIS database may be created for the online resources. BLM is a potential host of the database. Another option would be to have a third party host the data.
- A Secondary goal is to create a map displaying economic impact. Phyllis recommended attending the AZ Trail’s Member Rendezvous at Mormon Lake from 9/23 – 9/25. Dawn suggested having a ACERT focused session at the Statewide Development Conference. Laura will speak at League of City and Towns (in Tucson) and will mention ACERT. APRA (AZ Parks and Rec Association) is also a possible venue, 8/30 – 9/1.
- The primary goal of the online resource is to provide Arizona visitors with a resource displaying public land recreation and cultural sites in AZ.
- Suggestions for phase 1 of the plan include: listing sites by activity not agency, user generated content, itinerary creation, travel tips/info, site specific info bubbles, listings by regions and routes, images/videos, news/notes, and the ability to share content.

#### V. Roundtable Discussion

1. **Arizona Commission on the Arts:** Lots of activities in parks, to find out more become friend them on Facebook. Feel free to share your events with Arts so they can communicate them to their constituents.

2. **National Park Service:** Best Fest and wrapping up fiscal year, reconstructions of amphitheatres in Coolidge and Tumacacori. Jennifer offered to get local artists involved.
3. **Bureau of Land Management:** Best Fest
4. **Arizona State Parks:** All State Parks with campsites will be added to online reservation system, Picacho reopens September 15<sup>th</sup>.
5. **Arizona Humanities Council:** Stories of Us Festival, Oct 22, downtown Phx at park across from ASU (Civic Space Park)
6. **Arizona Game and Fish Department:** Best Fest, Joe lost 75% of budget to promote non-game programs, looking into conservation stamps, woodland festival, no more festival support due to budget cuts.
7. **Arizona Trail Association:** AZ Trail's Member Rendezvous at Mormon Lake from 9/23 – 9/25. Arizona Trail Centennial Adventure, September 15 – October 31, 2011.  
<http://www.aztrail.org/centennial/adventure.html>
8. **Arizona Office of Tourism:** Partnership with ASU to help Nogales with tourism development, new research posted on AOT website, Gov Conference done, currently updating voluntourism section of ArizonaGuide.com.

**The next ACERT meeting will be November 2<sup>nd</sup>, 2011 at the Arizona Office of Tourism.**