



AGENDA

Tourism Advisory Council Meeting

Monday, July 11, 2016

11:00 a.m. – 1:00 p.m.

The Westin La Paloma Resort

3800 East Sunrise Drive

Tucson, AZ 85718

Welcome

Debbie Johnson

Call to Order / Introductions

Debbie Johnson

Approval of Minutes – March 2, 2016

Council

Brand USA Report

Mike Fullerton, Director of
Public Policy

Arizona Office of Tourism (AOT) Updates

- ◆ Office of Executive
- ◆ Budget
- ◆ Strategic Planning/Transformation/Brand Partnerships
- ◆ Marketing & Advertising
- ◆ Media Relations
- ◆ Public Relations & Communications
- ◆ Research
- ◆ Trade Relations

Debbie Johnson
Linda Yuhas
Stephanie Dowling
Karen Cahn
Tony Alba
Kiva Couchon
Ralph Coleman
Becky Blaine

Industry & Area Reports

Council

Call to Public

Debbie Johnson

Adjourn