

**THE MINUTES OF THE WORK SESSION OF THE MAYOR AND  
CITY COUNCIL OF THE CITY OF WILLCOX, COCHISE COUNTY, AZ  
HELD ON THIS 18<sup>TH</sup> DAY OF OCTOBER 2018**

**CALL TO ORDER** - Mayor Michael Laws called the meeting to order at 5:40 p.m.

**ROLL CALL** - City Clerk Crystal Hadfield called the roll.

**PRESENT**

Mayor Michael J. Laws  
Vice Mayor Terry Rowden  
Councilman Elwood "Woody" A. Johnson  
Councilman Gerald "Sam" Lindsey  
Councilman Robert A. Irvin  
Councilman Timothy A. Bowlby  
Councilwoman Rachel D. Garza

**STAFF**

City Manager Caleb Blaschke  
City Attorney Ann Roberts  
Finance Director/City Clerk Crystal Hadfield  
Interim Public Safety Director Dale Hadfield

**ABSENT**

Councilman Gerald "Sam" Lindsey  
Councilman Robert A. Irvin

**DISCUSSION OF MARKETING AND TOURISM OF WILLCOX**

City Manager Caleb Blaschke introduced Kim Todd and Jaime Daer from the Arizona Tourism Commission who gave a presentation on marketing and tourism. Jaime discussed statistics of Arizona tourism and how much revenue tourism brought in to Arizona last year. She discussed how important the wine industry is and how there is an emphasis on getting tourists to the southern part of the state. Jaime discussed the current state of tourism in Cochise County and how Willcox can capitalize on that. She discussed possible grant funding and how the Tourism Commission is here to help the City. Jaime then introduced Kim who discussed international marketing and its importance. Jaime and Kim then opened the floor and answered questions from the audience. Blaschke then gave a brief presentation on what we are currently doing for tourism and marketing. Blaschke gave an overview of funding and history of tourism and bed tax through the City and the Chamber of Commerce. Alan Baker took the floor and gave a description of what the Chamber does as far as economic development, business retention, and tourism and marketing. Baker also discussed the events that they help coordinate. Baker discussed the marketing of wine, birding, and the western theme. Baker then answered questions from the audience and Council. Blaschke and Baker discussed the collaboration for marketing different events with the event coordinators. Blaschke discussed how the City utilizes our portion of the bed tax and how events cost time and money. Before time for public comment, Blaschke discussed future initiatives and next steps. Lastly, public comments were taken.

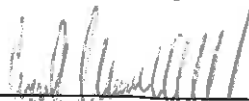
**ADJOURN**

The meeting adjourned at 7:28 pm.

**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Work Session of the City Council of the City of Willcox held on the 18<sup>th</sup> day of October 2018. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 18<sup>th</sup> day of October 2018

  
\_\_\_\_\_  
City Clerk Crystal L. Hadfield

**PASSED, APPROVED AND ADOPTED** this 1<sup>st</sup> day of November 2018.

  
\_\_\_\_\_  
Mayor Michael J. Laws

**ATTEST:**

  
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City Clerk Crystal L. Hadfield