

ARIZONA-MEXICO

C O M M I S S I O N



Committee Tourism

Thursday, June 14, 2018

2.5 Hour Meeting

JW Marriott Starr Pass Resort & Spa

5 Minutes

Welcome & Introductions

- Marisol Vindiola, Director of Mexico Initiatives, Visit Tucson (2 ½ minutes per chair)

5 Minutes

Meeting Purpose and Objective by Hosting Chair

- Debbie Johnson, Executive Director, Arizona Office of Tourism

20 Minutes

Discuss Committee's Action Plans (allow 5 min for Q&A)

- Debbie Johnson, Executive Director, Arizona Office of Tourism
- Armando Ceceña Salido, Director, Sonora Office of Tourism
- Roberto Lemmer-Meyer, Owner, Hotel MarinaTerra

30 Minutes

"Travel Advisory for U.S. Visitors to Mexico"

- Virginia Staab, U.S. Consul General in Nogales, Mexico

20 Minutes

Promotion of National Trails in Arizona

- TBD

30 Minutes

Cross Border Film Productions –

Why George Clooney Filmed in both side of the Arizona - Sonora Border?

- Justin Kreinbrink, Owner, Monsoon Production Services in Tucson, AZ
- Matthew Earl Jones, Director, Arizona Film and Media Office
- Shelli Hall, Director, Tucson Film Office

10 Minutes

Signature of MOU on Binational Marketing

- Debbie Johnson, , Executive Director, Arizona Office of Tourism
- Armando Ceceña Salido, Director, Sonora Office of Tourism

20 Minutes

Questions & Answers

- Call to the Public

5 Minutes

Closing Remarks by Debbie Johnson & Adjourn

Conclusion of Committee Session