



Visit Tucson Board Retreat

7:30 a.m.-1 p.m., Thursday, April 22, 2021

Westward Look Wyndham Grand Resort, 245 E. Ina Rd. (Sonoran Ballroom—north side of resort)

7:30-8 a.m. – Complimentary breakfast available—OPTIONAL

8:00-8:05 a.m. – Welcome (Nancy Kluge and Brent DeRaad)

8:05-8:30 a.m. – 2020-21 results, remaining priorities & 2021-22 tourism recovery plan (Brent DeRaad & Vanessa Bechtol)

8:30-9 a.m. – Restaurants & lodging discussion + Q&A (Amber Harkin, Amber Smith, Chris Squires & Andrew Stegen—discussion moderated by Felipe Garcia)

9-9:10 a.m. – Break

9:10-9:35 a.m. – Discussion between Tucson Mayor Regina Romero and Felipe Garcia regarding 2021-22 priorities and where tourism fits + Q&A

9:35-9:50 a.m. – Discussion between Oro Valley Strategic Initiatives Manager Amanda Jacobs and Brent DeRaad regarding 2021-22 priorities and where tourism fits + Q&A

9:50-10:20 a.m. – Discussion among Glenn Grabski, Bob Hoffman and Graeme Hughes regarding Tucson Convention Center enhancements, along with the status of downtown and its new hotels + Q&A (discussion moderated by Mary Rittmann & Brent DeRaad)

10:20-10:30 a.m. – Break

10:30-11:30 a.m. – Divide board into 3 groups; each group spends 20 minutes in a topic area and then rotates to the next topic area: 1) Product development: which new or enhanced products does Tucson & Southern Arizona need to attract more visitors and what role should Visit Tucson play in creating them? 2) Tourism recovery plan: What should be Visit Tucson's top priorities for the remainder of the current fiscal year through June 30, 2022? 3) Scope: A brief overview will be provided regarding the scope of Visit Tucson's operations. With the organization's budget dropping this fiscal year, and possibly again in 2021-22, which functions are most important?

11:30-11:50 a.m. – Topic area report-outs

11:50 a.m.-noon – Break

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**Visit Tucson's Board of Directors' Retreat Agenda
April 22, 2021**

Noon-1 p.m. – Working lunch (board meeting)

1. Call to order—Nancy Kluge
2. Review/approval of consent agenda (Dec. 10 minutes & reports from EVP & CEO)—Nancy Kluge (5 minutes)
3. Review & discussion of March 2021 financial statement—Glenn Grabski and Roni Thomas (10 minutes)
4. Board nominating committee report, discussion and action—John Denker (10 minutes)
5. Review & action regarding changes to Visit Tucson's partnership model—Vanessa Bechtol (10-15 minutes)
6. New business—Nancy Kluge (5 minutes)
7. Adjourn—Nancy Kluge