



CITY COUNCIL STUDY SESSION MEETING

STUDY SESSION MINUTES

TUESDAY, MAY 11, 2021, 2:00 PM

201 S. Cortez Street

Prescott, AZ 86303

Council Chambers

Greg Mengarelli, Mayor

Alexa Scholl, Mayor Pro Tem

Steve Blair, Councilman

Phil Goode, Councilman

Cathey Rusing, Councilmember

Steve Sischka, Councilman

Clark Tenney, Councilman

MINUTES OF THE STUDY SESSION OF THE PRESCOTT CITY COUNCIL STUDY SESSION HELD ON MAY 11, 2021, IN THE 201 S. CORTEZ STREET PRESCOTT, AZ 86303 COUNCIL CHAMBERS.

1. CALL TO ORDER

Mayor Mengarelli called the meeting to order at 2:00 p.m.

2. ROLL CALL

Greg Mengarelli	Mayor
Alexa Scholl	Mayor Pro Tem
Steve Blair	Councilman
Phil Goode	Councilman
Cathey Rusing	Councilmember
Steve Sischka	Councilman
Clark Tenney	Councilman

3. DISCUSSION

A. Tourism Recovery and Marketing Plan

Tourism & Economic Initiatives Manager Ann Steward Tourism began a presentation to Council regarding the city's Strategic Plan Recovery program conducted with Coraggio Group and the Arizona

Office of Tourism (AOT) over the last year. 2020 was a devastating year for tourism, Prescott was fortunate but there are some things to be planned for.

Windssocks - used to determine what the next steps in our recovery plan should be and what focuses should be:

- * Public Health
- * Economic Indicators
- * Travel Intent
- * Local Information

Priorities:

- * Flexibility
- * Boom - when the wind is blowing in the right direction and there is a surplus of funds or increase in budget
- * Business as Usual - should be focuses no matter what
- * Bust - when things are bad (recession, pandemic, catastrophe, etc)
- * How do you react during this time - determine what you must do, should do and what would be nice to do. Strategies, resources and teams are created from this
- * Marketing Strategies
- * Destination Strategies
- * Organizational and collaboration strategies
- * Monitoring and communications
- * Team Members - tourism department and marketing firm
- * Resources Include - Tourism Advisory Committee, research & data, AOT, Chamber of Commerce, Prescott Downtown Partnership, Industry Partners
- * Create a communication plan

Heather Hermann with Front Burner Media continued the presentation with specific information regarding marketing Prescott.

Trends:

- * Public Health - cases are decreasing/vaccinations are ongoing and comfort level is returning
- * Economic - unemployment is slowly decreasing and that is causing a trend of a different type of visitor in Arizona and across the country
- * Travel - air travel is gaining momentum and returning to pre-pandemic rate
- * Word on the Street - important to be aware of how Prescott is perceived outside of the area. There are two identities, one is the city and the other is the destination to visit
- * Marketing with our assets (particularly the outdoors)
 - Billboard placed in Denver with 150,000 impressions per month from February through April
 - Banner at Denver International Airport with 180,000 impressions per month
 - Grand Canyon Journal
 - Creative Partnerships: by working with partners around the state can create a unique destination experience (Discover Salt River, Visit Cottonwood and Experience Williams for example)
 - BizBash & Meetings Today banner ads more than 100,000 impressions from November to December
 - Uber Media
 - Sparklight GeoFencing with more than 1.1 million impressions
 - Continuing to work with ongoing partners like Trip Advisory, AAA Publications and Media & Influencers

Councilman Goode asked how they define “impressions”.

Ms. Hermann commented that it is how many people viewed the item. Can be tracked on a mobile device, billboards are informed through a report.

This item was for discussion only, no formal action was taken.

B. Presentation Regarding Right-of-Way & Easement Acquisitions and Abandonments.

Public Works Director Craig Dotseth provided a presentation to Council regarding rights-of-way easement acquisitions and abandonments.

Why:

- * Roadway or utility expansions
- * Utility replacements or relocations
- * Property owner requests

How:

- * Acquired by purchase/donation/exchange/plat
- * Abandoned by city ordinance
- * Property owner participation

Councilman Sischka asked if the right-of-way on Willow Creek Road that has since been abandoned was donated to the city.

Mr. Dotseth confirmed that it was donated. He continued that as developments go in the developers would sometimes like to improve surrounding areas in a specific way as it relates to landscaping and roadway and they request rights-of-way from the city in order to accomplish that. Abandoning them removes city liability and responsibility for maintaining easements and utilities.

Councilmember Rusing commented that in older neighborhoods there are portions of city property that residents have to maintain otherwise a letter is received, and asked if there is any kind of program for the resident to request abandonment of those rights-of-way.

Mr. Dotseth responded that areas between curb, gutter and sidewalk serve water and sewer uses and the city must maintain right-of-way access to maintain those utilities, as well as operations and management of the street and so that is a different situation.

Councilman Tenney asked if there are criteria for determination of when the city will pay for the expense related to abandonment. He also asked if there is ever a situation where there are a series of property owners and one does not want to do the abandonment.

Real Estate Administrator Don Hersch responded that there is a standardized process for this and it depends whether the city initiates or the property owner does as far as who will then pay for the abandonment. He added that the city does not do partial abandonments.

Councilman Blair commented that staff needs to look at properties along Park and Mt. Vernon where the sidewalk is the responsibility of the homeowner but it belongs to the city of Prescott. There should be some understanding as to why the homeowner should have to remove cinders from sidewalks and take care of trees, people need clarification on that.

Mr. Paladini responded that there is an ordinance from the 1800s that requires the property owner to take care of the sidewalk area in front of their property in certain historic areas, but when it comes to health and safety standards the city will get involved. The cost to the city would be astronomical for doing that and it is not uncommon to have the adjoining property owner be responsible for that.

Mr. Dotseth further stated that much of what Councilman Blair is referring to is in the City Code.

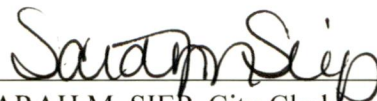
This item was for discussion only, no formal action was taken.

4. ADJOURNMENT

There being no further business to discuss, Mayor Mengarelli adjourned the meeting at 2:48 p.m.


GREG MENGARELLI, Mayor

ATTEST:


SARAH M. SIEP, City Clerk

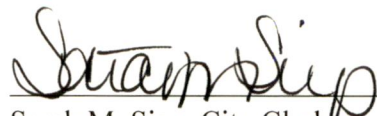
CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council Study Session of the City of Prescott, Arizona held on May 11, 2021. I further certify the meeting was duly called and held and that a quorum was present.

Dated this 25 day of May, 2021.

AFFIX
CITY
SEAL




Sarah M. Siep, City Clerk