

# City of Prescott

## Tourism Advisory Committee



April 24, 2024 | 10:30 AM  
201 N. Montezuma Street  
Council Chambers, 3rd Floor  
Prescott, AZ 86301

### AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meetings to be held **April 24, 2024**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

#### 1. CALL TO ORDER

#### 2. ROLL CALL

#### 3. DISCUSSION & ACTION ITEMS

- A. Approval of March 6, 2024 Tourism Advisory Committee Meeting Minutes.  
**Recommended Action: MOVE to approve the minutes as presented**
- B. Presentation & Discussion Regarding the Bed Tax Fund Balance Proposals.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**
- C. Presentation & Discussion Regarding an Increase to the Annual Tourism Grant Funds.  
**Recommended Action: MOVE to approve the increase in Tourism Grant Funds from \$75,000 to \$100,000 annually**
- D. Presentation & Discussion Regarding Marketing Support for Prescott Western Heritage Center.  
**Recommended Action: MOVE to approve a marketing contribution of \$5,000 to Prescott Western Heritage Center from the transient occupancy tax**

#### 4. UPDATES

- A. Committee Member Announcements
- B. Staff Announcements

#### 5. ADJOURNMENT

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-

431.03(A)(3));

- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

## **CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 4/11/24 at 8:30 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Siep*

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Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: Tourism  
ITEM #: 3.A  
SUBJECT: Approval of March 6, 2024 Tourism Advisory Committee Meeting Minutes.

## ITEM SUMMARY

This item is for the approval of the March 6, 2024 Tourism Advisory Committee minutes. Staff recommends approving the minutes as presented.

## BACKGROUND

None.

## FINANCIAL IMPACT

None.

## RECOMMENDED ACTION

MOVE to approve the minutes as presented

## ATTACHMENTS

1. March 6, 2024 TAC Minutes



# City of Prescott

## Tourism Advisory Committee

March 6, 2024 | 11:00 AM  
201 N. Montezuma Street  
Council Chambers, 3rd Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Chair Margo Christensen called the meeting to order at: 11:00am

#### 2. ROLL CALL

Margo Christensen - Chair  
Steve Bracety - Member (Absent)  
Matt Brassard - Member (Absent)  
Robert Coombs - Member  
Jim Dawson - Member  
Dennis Gallagher - Member  
Edd Kellerman - Member  
Autumn Kline - Member (Excused)  
Ken Leja - Member  
Linda Nichols - Member

#### 3. DISCUSSION & ACTION ITEMS

A. Approval of the February 14, 2024 TAC Meeting Minutes.

**MOTION BY MEMBER LEJA TO APPROVE THE MINUTES AS PRESENTED;  
SECONDED BY MEMBER GALLAGHER: PASSED (7-0)**

B. Presentation & Discussion Regarding New Media and Marketing Material.

Cristina Binkley showcased the two new videos produced by the Office of Tourism. There were no questions.

C. Presentation & Discussion Regarding Revised Tourism Strategic Plan Document.

Cristina Binkley showcased the revised strategic plan, noting that the Vision, Mission & Guiding Principles remain the same. While there have been slight adjustments to the areas of focus and the corresponding success measures. There were no questions.

#### 4. UPDATES

A. Committee Member Updates

All members provided a minute update on their specific connections to hospitality and tourism.

B. Staff Announcements

John Heiney presented the Community Outreach Director's Report (See Attached)

Cristina Binkley provided updates on behalf of the Office of Tourism.  
Mike Kelly provided a group sales update.  
Cristina Binkley read Heather's report on behalf of Front Burner Media (See Attached).  
Ryan Harlow presented on behalf of recreation services.  
Mike Kelly presented the airport update (See Attached).

**5. ADJOURNMENT**

Future Requested Agenda Items:

- Specific Group Sales & Mid-Week Attractions Discussion
- Discuss Food & Beverage Services at the Airport when the new Airport Director Arrives.

The meeting was adjourned at 12:05 p.m.

ATTEST:

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MARGO CHRISTENSEN, Chair

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Staff Liaison



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: Tourism  
ITEM #: 3.B  
SUBJECT: Presentation & Discussion Regarding the Bed Tax Fund Balance Proposals.

## ITEM SUMMARY

The Office of Tourism has accrued a fund balance and those dollars need to be reallocated to tourism projects. Staff will present a wish list of items that would benefit the destination.

## BACKGROUND

None.

## FINANCIAL IMPACT

\$100,000 will be dedicated to supporting the Bean Peaks New Trailhead Project - this Fiscal Year. Staff is receiving quotes for a downtown maintenance contract and a wayfinding proposal.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: Tourism  
ITEM #: 3.C  
SUBJECT: Presentation & Discussion Regarding an Increase to the Annual Tourism Grant Funds.

## ITEM SUMMARY

Historically, the allotted funds for grant recipients was \$75,000. The tourism budget has \$100,000 available for grant recipients. Staff would like TAC to approve the annual increase.

## BACKGROUND

None.

## FINANCIAL IMPACT

There's no additional financial impact as these funds have already been budgeted.

## RECOMMENDED ACTION

MOVE to approve the increase in Tourism Grant Funds from \$75,000 to \$100,000 annually

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: Tourism  
ITEM #: 3.D  
SUBJECT: Presentation & Discussion Regarding Marketing Support for Prescott Western Heritage Center.

## ITEM SUMMARY

The Prescott Western Heritage Center receives approximately 70,000 visitors per year. The Office of Tourism would like to provide additional marketing support to further enhance the center's contribution to tourism in the Prescott area. This contribution matches the funds given to the Phippen Museum & Museum of Indigenous People for their marketing efforts.

## BACKGROUND

None.

## FINANCIAL IMPACT

There would be a financial impact of \$5,000 on the bed tax fund.

## RECOMMENDED ACTION

MOVE to approve a marketing contribution of \$5,000 to Prescott Western Heritage Center from the transient occupancy tax

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: Tourism  
ITEM #: 4.A  
SUBJECT: Committee Member Announcements

## ITEM SUMMARY

Committee members will provide updates and announcements to the balance of the group regarding their respective areas of tourism in the Community.

## BACKGROUND

None.

## FINANCIAL IMPACT

None.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 24 TAC Meeting  
DATE: April 24, 2024  
DEPT: City Clerk  
ITEM #: 4.B  
SUBJECT: Staff Announcements

## ITEM SUMMARY

John Heiney Community Outreach Director  
Cristina Binkley Tourism Manager  
Mike Kelly Sales & Marketing Manager  
Heather Herman Front Burner Media  
Ryan Harlow Recreation Services  
Airport Report

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no financial impact.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

## ATTACHMENTS

None