



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.

Margo Christensen 6/12/24
MARGO CHRISTENSEN, Chair

ATTEST:

Cristina Binkley
Staff Liaison

Marketing & PR Summary: March 6, TAC Meeting

Marketing:

- **AOT Co-op** updates:
 - Ideas for next FY are being submitted to the AOT team for areas of consideration. Data, research, and direct targeted marketing opportunities with trackable results from room booking engine on our website.
- **FVW Partnership:**
 - Through our partnership with AOT, we were able to work with FVW in Germany to provide content for a sales training session to be conducted in Germany. Video, images, and over 1,000 words of content will be used to create training manuals with Prescott, Williams, Flagstaff, and Phoenix as destinations for agents to become better acquainted with.

Media:

- **Tim Wild coming from the UK to explore mountain biking in Prescott, March 11-13. He's published pieces for Freehub.com and more.**
 - He's on assignment to cover the Sedona MTB Festival and reached out to see if there are other places he needs to ride and discover in AZ. He'll be riding with City staff members and they can showcase the new trail plans.
- Visit USA Parks, coming in April. She'll stay for 2 nights to explore the area and cover for Outdoor publications as well as an international digital campaign in Germany and domestically for Visit USA Parks.

Travel Trade:

- International opportunities with Herrmann Global are being explored for the next FY. Targeting operators in Germany, France (with the new direct flight between Phoenix and Paris), as well as the UK. 6 month digital campaign with translated content embedded on our website, images, and best ways to experience the destination.

News & Industry Updates:

- AOT is working on a roundtable for PR and Trade in the month of April. This would be the first roundtable independent of GCOT, since 2020. We'll look forward to sharing dates and information as soon as it becomes available.
- Media and operators are asking for more and more personalization of visits. Experiences, tours, rooms, dining, etc. what can be personalized and unique in our destination per visitor? If anyone has ideas of businesses able and willing to curate experiences for us to share with media and operators, please share it.

**Reach out with any questions, comments, or ideas:
heather@frontburnermedia.com, 928-202-2374.**

TOURISM ADVISORY COMMITTEE (TAC)

MARCH 6, 2024

AIRPORT UPDATES



Airport Activity

Air Carrier Boardings	2017	2018	2019	2020	2021	2022	2023	2024
January	393	411	1982	1773	713	1404	1834	1907
February	353	411	1628	1669	810	1570	1804	
March	532	377	2377	1330	1312	1998	2191	
April	467	0	2406	108	1694	2027	2019	
May	644	0	2598	252	2057	2188	2162	
June	574	0	2398	597	2422	1965	1972	
July	579	0	2399	949	2460	1982	1843	
August	610	175	2379	1112	2531	2107	1922	
September	408	1969	2326	1259	2484	2157	2135	
October	496	2270	2419	1514	2801	2275	2293	
November	404	2197	2239	1355	2400	2240	2141	
December	406	2574	2579	1108	1942	2145	2208	
Total Annual Boardings	5,866	10,111	27,730	13,026	23,626	24,058	24,524	

Aircraft Activity

January 2023:

Date	Total Operations
Jan-24:	23,375
Total:	23,375

Current Construction Projects

Upcoming Construction Projects

- ☐ Runway 12/30 - 1" Pavement Replacement (from 12 to E3)
 - ☐ ADOT Airport Pavement Management System Program (APMS):
 - ☐ 05/28/24 to 07/09/24
- ☐ Runway 21R/3L – Seal Coat
 - ☐ ADOT Airport Pavement Management System Program (APMS):
 - ☐ 05/28/24 to 07/09/24
- ☐ Terminal Ramp at Gate No. 1 – Pavement Replacement
 - ☐ Airport Budget – Bid Opening March 14th
- ☐ Ernest A. Love Statue
 - ☐ Unveiling Ceremony Tentative Date is April 10th at 1:00PM
- ☐ South Ramp – Pavement Replacement
 - ☐ To be done in 2 phases.
 - ☐ Phase 1 in May
 - ☐ Phase 2 in August

Maintenance

- ☐ Taxiway Delta (from D5 to D7)
 - ☐ Temporary Pavement Patching and Treatment.



Airline Essential Air Service Bid & Airline Status

- ❑ **The US Department of Transportation (USDOT) will issue a new Request for Proposals for Essential Air Service (EAS).**
- ❑ **Anticipated bid release is the end of March**

