



City of Prescott

Tourism Advisory Committee

September 13, 2023 | 11:00 AM

201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

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

2. ROLL CALL

Margo Christensen - Chair
Matt Brassard - Vice Chair
Steve Bracety - Member
Jim Dawson - Member
Dennis Gallagher - Member
Lisa Hayes - Member (Absent)
Edd Kellerman - Member
Ken Leja - Member (Absent)
Linda Nichols - Member (Absent)

3. DISCUSSION & ACTION ITEM

- A. Approval of Minutes from the May 10, 2023 and August 9, 2023 Tourism Advisory Committee Meetings.

MOTION BY MATT BRASSARD NONE TO APPROVE MAY AND AUGUST MINUTES; SECONDED BY EDDA KELLERMAN NONE: (6 - 0)

4. UPDATES

- A. City Department Staff Announcements & Updates.
- John Heiney presented the Community Outreach Report & General City Updates. 2025 General Plan, SR89 Widening Project, Rodeo Grounds, Glassford Dells Regional Park, Citizen Survey (See Attached). Jim Dawson asked if rezoning was part of the rodeo's proposal? John Heiney said the current rodeo grounds are zoned residential and in the long term it would make sense to rezone the property. Member of Council Tenney agreed but emphasized that not all of the proposals would require a rezone.
- Ann Steward presented Sales & Marketing Updates. (See Attached).
- Heather Herman discussed AOT Updates & The PR Plan. (See Attached).
- Mike Kelly presented the Group Sales Updates. (See Attached).
- Cristina Binkley presented the website and social media analytics. (See Attached). She also mentioned the upcoming Tourism Team Up, the TAC Holiday Party, and the Social Media Soiree.
- Ryan Harlow presented the Parks & Recreation Services updates. He discussed

the Labor Day Tournament and mentioned it was a great turnout. He is looking at booking in 2024. We have two more tournaments in October. The Pow Wow & the Highland Games are this month in September. Margo Christensen asked if the 2024 tournament schedule had been updated since July of this year. Ryan Harlow said not yet.

Ann Steward read the slides from the Airport (See Attached.)

Member Bracety left the meeting at 11:40. TAC still had a quorum.

B. Tourism Advisory Committee Member Updates.

Tourism Advisory Committee members provided updates about their respective businesses and community connections. It was asked that staff provide TAC with the opportunity to view the Regional Park Video at the next meeting. The updated Grant Process & Score sheet will be presented.

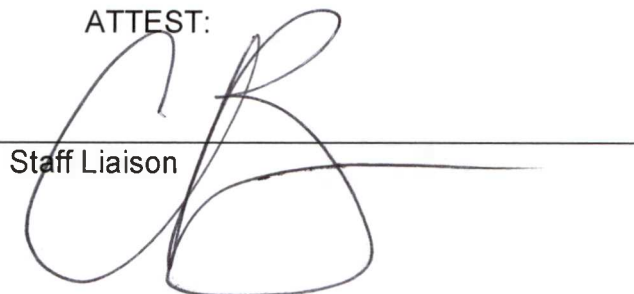
5. **ADJOURNMENT**

Meeting was adjourned at 11:58



MARGO CHRISTENSEN, Chair

ATTEST:



Staff Liaison