

City of Prescott  
**Tourism Advisory Committee**



---

September 11, 2024 | 11:00 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 **September 11, 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. Presentation & Discussion Regarding Destination Management Related to Bean Peaks Mountain Biking Trail & Prescott Fire.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**
  - B. Presentation & Discussion Regarding "Everyone's Hometown" Marketing Pitch & Proposal.  
**Recommended Action: MOVE to approve or deny the use of Tourism Marketing Dollars for an 'Everyone's Hometown' marketing campaign**
  - C. Presentation & Discussion Regarding a Follow-up of the July 4th Events and Contract.  
**Recommended Action: No formal action will be taken. This item is for discussion only.**
  - D. Presentation & Discussion Regarding Bike Race RFP.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**
4. **UPDATES**
  - A. Staff Announcements & Updates.
  - B. Committee Member Updates.
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 9/9/24 at 1:00 p.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Siep*

---

Sarah M. Siep, City Clerk