



City of Prescott

City Council - Study Session

August 13, 2024 | 1:00 PM
201 N Montezuma Street
City Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Goode called the meeting to order at 1:00 p.m.

2. ROLL CALL

Phil Goode - Mayor
Connie Cantelme - Mayor Pro Tem
Lois Fruhwirth - Councilwoman
Ted Gambogi - Councilman
Brandon Montoya - Councilman
Eric Moore - Councilman
Cathey Rusing - Councilmember (Excused)

3. DISCUSSION

- A. Presentation & Discussion Regarding Downtown Beautification Services and Options Regarding Future Initiatives.

Tourism Manager Cristina Binkley provided a presentation to Council regarding proposals related to downtown beautification.

Mission - attract visitors to Prescott and enhance the community's quality of life by inspiring a love and respect for our natural beauty, rich history and hometown atmosphere.

Beautification is the process of making visual improvements to a town, city or urban area; projects are often undertaken by city councils to refurbish their downtown areas to boost tourism or other commerce. The vision is for a local team of people who will enhance the downtown area through increased sweeping, vacuuming, power washing and trash removal. This proposal hits all the guiding principles for tourism.

Guiding Principles:

- * Engage residents and industry stakeholders
- * Enhance, enrich and simplify the visitor experience
- * Emphasize the quality of visitors over the quantity of tourists
- * Consider the impact of our work on existing infrastructure and community resources
- * Support the responsible use of our natural resources and assets
- * Seek to enhance our quality of life and increase economic opportunity
- * Preserve community's exceptional hospitality and create an environment that is

welcoming to all

Downtown Precedence:

- * Downtown banners
- * Parking garage maintenance
- * Special events overtime
- * Kiosk maps and courtesy cans
- * Whiskey Row alley archways
- * Summer concert series
- * Prescott Fine Art & Wine Festival
- * Hope Fest
- * Prescott Area Artists Studio Tour
- * Phippen Western Art Show & Sale
- * Whiskey Row Marathon
- * Whiskey Off Road
- * Corvette car show
- * Bluegrass Festival
- * Courthouse lighting
- * Christmas parade
- * Acker Night
- * Holiday light parade
- * Whiskey Row Boot Drop

Ms. Binkley reviewed how bed tax funds work and tourism office function within the city and how these funds can be used toward capital projects, recreation services and destination management. There is currently a bed tax fund balance in the amount of approximately \$125,000 annual estimated cost for approximately two years. The department's vision is to draw down the fund balance by funding this project for three years and then adding it into annual operating costs, Public Works gets back their full-time employee, increasing the level of services in other areas and tourism is positively impacted in the downtown area. The Tourism Advisory Committee has unanimously approved the recommendation to move forward with this proposal.

Community feedback provided from 842 participants through Participate Prescott, survey results regarding beautification in order of importance:

- * Clean streets and sidewalks
- * Feeling safe
- * No overflowing trashcans
- * Pedestrian accessibility
- * Community Events
- * Trimmed landscaping
- * Public art and flower baskets
- * Good wayfinding and signage

Councilman Moore asked if the categories were provided or if people just listed their own.

Ms. Binkley responded that they utilized questions from other communities with similar programs in order to determine some of the key categories.

Other Questions:

- * How would you rate the overall cleanliness of downtown - 3.84 average score
- * How would you rate the overall maintenance of downtown - 3.83 average score
- * How would you rate the level of frequency of trash pickup downtown - 3.56 average score
- * How would you rate the level and frequency of power washing - 3.26 average score
- * What is your favorite thing about downtown - events, the courthouse, the walkability, historic elements, things to do, the trees and the hometown/small town feel
- * What improvements would you like to see - parking improvements, improved cleanliness, more walkability, more parking, increased accessibility, traffic issues, more flowers
- * Anything else you'd like city staff to know - improved cleanliness needed, thank you, great job, concerns about tourism, parking improvements, traffic issues, and historic elements

Zone 1:

- * North boundary - Willis Street
- * East boundary - Marina Street
- * South boundary - Carleton Street
- * West boundary - Granite Street

Highlights & Future Planning:

- * Team Effort
- * Contractor provides all their equipment
- * Expanded area of service
- * Public works recoups FTE position
- * Offsets expenses to general fund
- * Funding is available through Bed Tax
- * Community, stakeholders and staff agree that this proposal of services is needed *
- * This is an ongoing project that has a plethora of capabilities and possibilities for expansion
- * Need will be primarily Friday through Monday
- * Public Works will manage the consultant

Councilman Montoya commented that there seems to be confusion in the community about this, and thanked staff for providing clarity on what this will really look like. The downtown is an asset for this community and drives tourism, and he would encourage promotion of this in a way that clarifies what is going to happen.

Mayor Pro Tem Cantelme stated she was happy to see this project and asked if the business owners have been consulted independently to get their feedback.

Councilwoman Fruhwirth echoed Mayor Pro Tem Cantelme's comments regarding this project and added that as the liaison to the Prescott Downtown Partnership she has heard from many of the business owners regarding the need

for this, particularly the power washing is really needed during special events and busy weekends. She is excited for this.

Mayor Goode concurred and stated that he supports this initiative.

Councilman Moore pointed out that the city has a Special Events Committee and whenever there is a special event in the community it is a very collaborative discussion regarding how the event will be put on, security, etc.

Councilman Montoya asked what is being vacuumed.

Street Maintenance Superintendent Brian Scott responded that this is essentially street sweeping or vacuuming.

Member of the public Matt Brassard addressed the Council and stated that all the downtown business owners support this.

Mayor Goode asked about grease in the Whiskey Row Alley.

Mr. Scott responded that this project will be on an as-needed basis, and added that this is something the streets crews look at regularly as well. He added that a bonus to doing it this way is that the downtown cleanup will not be halted when there is a major snow event as it is now.

Mayor Pro Tem Cantelme commented on the parking for special events surrounding downtown. In years past it has taken a lot of time to clean up after, but now it is much better, and she thanked staff for that work.

Ms. Binkley stated that staff needs direction on whether to pursue a cooperative contract or go to bid. Either way, this will be brought forward to the Council for approval of a contract by the end of this year.

Councilwoman Fruhwirth congratulated staff on their creativity in coming up with this concept and stated that she trusts them to move forward as they feel appropriate.

Councilman Gambogi and Councilman Montoya concurred.

Mayor Goode stated that this is not a small contract, and he feels it needs to be bid through the city's process.

Councilman Moore stated that he feels an RFP is appropriate.

Mayor Pro Tem Cantelme stressed the importance of benchmarks and the scope of the project within the contract, particularly when considering the importance of the historic buildings downtown. She would like to see a bid process.

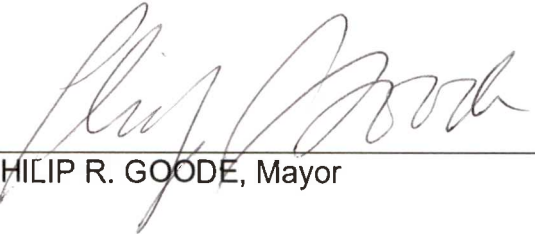
Ms. Binkley stated that the County is working through their bid process. Once that has been completed, they can propose the piggyback contract which would come back sooner and more efficiently.

City Attorney Joseph Young stated that the cooperative contracts are a procurement process, and the scope has to be similar.

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

4. ADJOURNMENT

There being no further business to discuss, Mayor Goode adjourned the meeting at 1:49 p.m.



PHILIP R. GOODE, 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 Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on August 13, 2024. I further certify the meeting was duly called and held and that a quorum was present.



Sarah M. Siep, City Clerk

