



City of Prescott

Tourism Advisory Committee

September 11, 2024 | 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 11:04 a.m.

2. ROLL CALL

Margo Christensen, Chair
Matt Brassard, Vice Chair
Robert Coombs, Member
Jim Dawson, Member
Dennis Gallagher, Member
Edd Kellerman, Member
Autumn Kline, Member
Ken Leja, Member (Excused)
Linda Nichols, Member
(Vacant Seat)

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding Destination Management Related to Bean Peaks Mountain Biking Trail & Prescott Fire.

Item 3.A was discussed following Item 3.B

Tourism Manager, Cristina Binkley, provided a presentation to the Committee regarding the Bean Peaks Mountain Biking trail and safety measures. To ensure rider safety and mitigate potential public relations issues, Tourism and Fire Department staff elected to allocate approximately \$25,000 from the Bed Tax Contingency Funds to support the need for trail rescue equipment. The equipment will enable first responders to reach patients quickly and efficiently, while prioritizing safety.

Ms. Binkley explained that the equipment includes e-bikes that can be utilized on all trail systems. The e-bikes have been in the field for one month and have already assisted in one trail rescue.

Issuing a press release was recommended by Ms. Binkley, to demonstrate that the City is aware of the new trail attraction and prepared with safety measures. She suggested including a photo with Committee members to accompany the release, which could be taken during the next Committee meeting

Chair Christensen agreed, encouraging anyone available to participate in the photo.

Member Dawson commented that the press release should identify the number of visitors to the trail, as this would further justify the importance of the trail rescue equipment.

Fire Chief Holger Durre commented on the experience with the e-bikes, noting that they are very effective compared to a standard bike. A standard bike may not be the correct platform for rescue in the Bean Peaks area. He added that the new equipment is a huge step forward in advanced rescue.

Member Dawson asked what the current response time range is.

Chief Durre responded that Fire Station No. 71 is approximately ten minutes from the furthest extent of trail.

Chair Christensen asked about cell service in the area.

Chief Durre responded that cell service is adequate. He explained that if a patient calls emergency services, their location can still be pinpointed, even if the call quality is compromised. In addition, the e-bike's dynamic and agile design allows for faster ability to locate the patient.

Ms. Binkley concluded her presentation by emphasizing that the equipment should be viewed not as a marketing expense, but as a crucial safety investment that considers both tourism and overall safety.

This item was for discussion only. No formal action was taken.

- B. Presentation & Discussion Regarding "Everyone's Hometown" Marketing Pitch & Proposal.

Item 3.B was discussed prior to Item 3.A

Ms. Binkley introduced two representatives with Prescott Local, who provided a presentation to the Committee on the "Everyone's Hometown" marketing campaign. Modeled after a similar marketing campaign program used by the City of Flagstaff, the program for the City of Prescott would highlight the people, businesses, and environment that make Prescott "Everybody's Hometown".

They explained that Prescott Local is not a business or non-profit organization, but rather a "My actions matter" campaign that encourages and celebrates citizens coming together through seven values aligned with the City's General Plan. Values include those who actively choose to shop locally, support education, explore the outdoors, respect traditions and history, support arts and culture, get involved, and be good neighbors.

It was noted that the current stage of the program represents the first phase, which focuses on digital outreach. By embracing and promoting the seven values, the city can attract a diverse workforce, strengthen community bonds, and contribute to the overall quality of life in Prescott.

Ms. Binkley stated that staff are aiming to bridge the gap between the community and the Tourism office with local marketing. She suggested members focus on discussion of the item during the meeting, with voting to be postponed.

Chair Christensen agreed, confirming that voting on the item would take place at the next Committee meeting.

Member Coombs asked if the program would be in addition to "Shop Prescott, Start Here" campaign already in place, supported by the Chamber of Commerce and Prescott Downtown Partnership.

Representatives confirmed yes.

Member Gallagher asked about potential overlap with Bright Marketing Collective.

Ms. Binkley responded that Bright Marketing Collective was hired to assist with Tourism offices tasks, pertaining to social media exclusively. The program being discussed would layer on top of those efforts.

Chair Christensen commented that there should be some clarification on the connection for visitors extending past the 90 mile range, as well as length of stay.

Member Dawson commented that there is a program in Kansas City similar to what is being discussed, funded through civic organizations. He suggested that the program may fall more under the purview of the Chamber of Commerce rather than the Tourism Department. He added that it is a great idea but may not be consistent with the tax mission.

Ms. Binkley stated that not all Destination Marketing Organizations (DMOs) are funded the same way.

Member Dawson noted that while he doesn't disagree, it's essential to determine whose banner the program will operate under and identify the funding source. By design, the focus would be outward rather than inward.

With regard to the program theme, Ms. Binkley explained that staff were informed that although the city owns the "Everyone's Hometown" theme, the city will start disassociating with it.

Ms. Binkley announced that the program presentation materials would be shared with the members, with a vote scheduled for the October Committee meeting.

This item was for discussion only. No formal action took place.

C. Presentation & Discussion Regarding a Follow-up of the July 4th Events and Contract.

Ms. Binkley opened discussion on the July 4th event contract, stating that the financing report was still pending. She explained that staff would prefer to extend the contract with JARD Events; however, the Council review date may need to be delayed if the financing details are not finalized.

Ms. Binkley stated that the goal is to stay within the current budget. There are two contracts: one for \$35,000 for fireworks and another for \$125,000 for the event managed by JARD Events, totaling \$160,000 from bed tax funding.

Chair Christensen asked about placer.ai data availability.

Ms. Binkley responded that it was just received and reviewed the details with the Committee members.

Member Brassard asked if totals were determined yet for how much expense the city recouped.

Ms. Binkley explained that the 4th of July events often act as loss leaders for most municipalities. She emphasized the importance of hiring an event promoter to relieve city staff of these responsibilities. While an economic impact analysis will be conducted, the figures are not available yet.

Chair Christensen asked about an opportunity to review the proposal to negotiate some areas of expense.

Member Dawson asked if a Request for Proposals was conducted.

Ms. Binkley responded yes, and that JARD Events was selected. She explained the \$125,000 is a reduction from the original proposal.

Member Kline asked if public input could be considered.

Ms. Binkley responded that members of the public can request to speak at the Council meeting. She acknowledged that both financial and community perspectives are valid, though opinions vary on spending levels. Some may oppose the costs, while others would resist eliminating the event altogether. She mentioned that some municipalities opt for fireworks only, which could be a potential recommendation, but cautioned that there might be community backlash if additional activities are cut. Another option could include sourcing the community, however, is it generally very difficult to get input.

Chair Christensen expressed concern about the remaining contingency budget.

Ms. Binkley requested member input on information to be shared with the City Manager regarding the budget.

Member Dawson voiced his disagreement with using bed tax funding for the events.

Member Brassard suggested that it should be the event promoter's responsibility to secure sponsorships.

Chair Christensen inquired why the general fund could not provide support.

Member Kline noted that it is challenging to understand the overall situation without seeing the financial figures.

Ms. Binkley notified the members that additional information would be available and discussed during the October Committee meeting.

This item was for discussion only. No formal action was taken.

D. Presentation & Discussion Regarding Bike Race RFP.

Ms. Binkley provided a presentation to the Committee on the Whiskey Off-Road contract, up for renewal following the 2025 annual event. She shared that staff received direction to start the Request for Proposals (RFP) process, to possibly recruit and attract other mountain biking events to the area. The owner of Whiskey Off-Road has been encouraged to apply for a renewal of that contract as well.

Ms. Binkley informed the Committee that there could be financial impact, however, that will depend on the winning proposal(s) selected. Staff will update the Committee once further information is available.

This item was for discussion only. No formal action was taken.

4. UPDATES

A. Staff Announcements & Updates.

Staff from the Tourism, Recreation Services, and Airport Departments provided the following updates to the Committee:

- The Committee has a member vacancy to be filled in January. Five members have terms ending in March 2025, and will have opportunity to reapply in December 2024.
- The grant discussion has been moved to the January 2025 meeting.
- The Pure Imagination Festival, bringing many out of town visitors, will be presented to Council to review budget restrictions and requests from the organization.

- Committee guidelines include presenting annually to City Council. The Chair has provided past presentations, with a couple exceptions with staff presenting.
- Smith Travel Research (STR) statistics were provided. A couple new leads are in the works, with a possible CEO Leadership retreat in April 2025 in Prescott. Local partnerships would be highlighted during the event.
- Recreation Services staff are concluding a busy season of softball tournaments, with the draft tournament schedule for 2025 currently under review.
- Airport activity for August included 2,110 boardings, showing an overall increase.
- Sky West was awarded a bid for inbound and outbound flights to Denver and Los Angeles. Additionally, staff are developing the RFP for a new rental vehicle contract, aiming to boost revenue from rental activities.
- August 28, 2025, marks the airport's upcoming centennial. Plans are underway for a potential air show or festival to celebrate the milestone, providing a great opportunity to showcase the airport.

Member Dawson commented that including the annual report with the presentation to Council would be advantageous.

Chair Christensen requested that an additional person or two be available for the presentation to Council.

Ms. Binkley agreed, noting that it would be beneficial to present as a combined team of Committee members and staff. The earliest anticipated date for a presentation would be in January 2025.

Member Gallagher asked if the Arizona Floodplain Management Association (AFMA) conference was on the radar.

Tourism Group Sales Manager, Mike Kelly, responded that he will be in touch with Member Gallagher.

Ms. Binkley noted the significance of the DMO's relationship with the airport. To enhance collaboration, they have scheduled quarterly meetings to check in and coordinate marketing efforts, with the first meeting set for October.

B. Committee Member Updates.

Councilmember Fruhwirth and Committee members provided the following updates:

- The upcoming Prescott Preservation Commission meeting was discussed, primarily the old City Hall building.
- An open house is scheduled for Thursday to facilitate community discussion on Proposition 478.
- Members expressed their gratitude for attending the Governor's Conference, highlighting that they gained valuable insights from the experience.
- The Chamber of Commerce Visitor Center is receiving approximately 70-75 visitors a day. Chamber staff are preparing for the busy fall and Christmas City events.

- A book signing event featuring one of Roy Rogers' granddaughters is planned.
- The Elk's Theatre is anticipated to sell-out for another documentation piece approximately two-thirds complete.

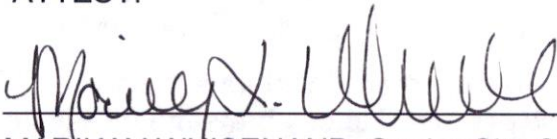
5. ADJOURNMENT

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:28 p.m.



MARGO CHRISTENSEN, Chair

ATTEST:



MARIKAY WHISENAND, Senior City Clerk Specialist

10/16/24

Date