



City of Prescott

Tourism Advisory Committee

July 17, 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 11:10 a.m.

2. ROLL CALL

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

3. DISCUSSION & ACTION ITEMS

A. Approval of the June 12, 2024 Meeting Minutes.

MOTION BY MEMBER LEJA TO APPROVE THE JUNE 12, 2024 MEETING MINUTES; SECONDED BY MEMBER NICHOLS: PASSED (6-0)

B. Presentation & Discussion Regarding the Role of the Tourism Advisory Committee (TAC) as it Relates to Transient Occupancy (Bed) Tax.

Ms. Binkley provided a presentation to the Committee, regarding the role of the Committee related to the Transient Occupancy (Bed) Tax. She outlined several key responsibilities of the TAC:

- Prepare and recommend a five year Strategic Plan to be used as a guide for future programs to City Council
- Make recommendations to city staff and the Council regarding the allocation of the city's transient occupancy tax
- Support the city's tourism staff on matters of local concern and the promotion of tourism
- Administer annual grant allocations of the city's transient occupancy (bed) tax and make recommendations to Council for a final grant allocation
- Consider any other tourism related matters assigned to it by Council

Ms. Binkley added that annual reports to Council are required. She reviewed the Tourism Department Standard Operating Procedure (SOP) for managing budgeted and unbudgeted items.

Ms. Binkley explained that the SOP exists to ensure all expenses, particularly involving transient and occupancy funds, are reviewed and discussed by the Committee prior to implementation. Based on discussion in regularly scheduled meetings, TAC may then provide recommendations regarding budget.

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

C. Presentation & Discussion Regarding the Downtown Beautification Contract.

Ms. Binkley provided a presentation to the Committee, summarizing that the Downtown Beautification is a collaboration between the Office of Tourism and the Public Works Department. The goal is to enhance, improve, and preserve downtown Prescott through community projects focused on streetscapes, landscaping, maintenance, cleaning, and esthetics.

Ms. Binkley explained that the Public Works Department is looking to add an expanded scope of services to an existing contract to facilitate the requests from the Office of Tourism. The contract will replace the sole city staff member currently maintaining the downtown area. Services include porter, vacuum, sweeping, and pressure washing. The financial impact would be \$123,435.00 from the transient occupancy fund balance.

Chair Christensen asked about the parking garage, and inclusion in the contract, as well as how special events would be handled.

Member Gallagher asked about Whiskey Row Alley inclusion as well.

Member Leja commented that although it may be costly, the opportunity to make a good impression is well worth it provided it doesn't detract from other essential areas.

Member Kline agreed, noting the many visitors the city receives.

Member Coombs commented that the potential for more revenue could help offset the added cost.

Member Nichols commented that a team may be more effective in managing tasks rather than relying on one person.

Chair Christensen concurred with the members on the benefits of the one-year contract.

MOTION BY MEMBER COOMBS TO RECOMMEND COUNCIL APPROVAL OF A DOWNTOWN BEAUTIFICATION CONTRACT; SECONDED BY MEMBER GALAGHER: PASSED (6-0)

4. **UPDATES**

A. Staff Announcements & Updates.

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

- Council approved multiple city contracts during the July 9, 2024 meeting for TAC grant awards of annual support of non-profits hosting events in Prescott.

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

B. Committee Member Updates.

Council Member Fruhwirth and Committee members and provided updates.
There were no additional questions that followed.

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

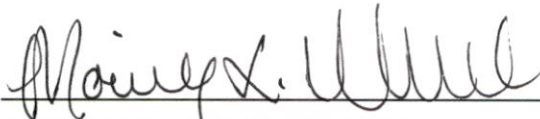
5. **ADJOURNMENT**

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:04 p.m.

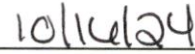


MARGO CHRISTENSEN, Chair

ATTEST:



RECORDING SECRETARY



Date