



City of Prescott Tourism Advisory Committee

January 10, 2024 | 11:00 AM

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

MINUTES

1. CALL TO ORDER

Chair Margo Christensen called the meeting to order at 11:00 a.m.

2. ROLL CALL

Margo Christensen - Chair

Steve Bracety - Member

Matt Brassard - Member

Robert Cooms - Member (Excused)

Jim Dawson - Member

Dennis Gallagher - Member

Edd Kellerman - Member

Autumn Kline - Member

Ken Leja - Member

3. DISCUSSION & ACTION ITEMS

A. Introductions, Committee Roles & Expectations for Tourism Advisory Committee.

TAC members introduced themselves and explained how they contribute to the tourism and hospitality industry. The staff introduced themselves and began the TAC presentation.

B. Presentation & Discussion Regarding Department & Destination Marketing Organization Review.

See the attached presentation: no questions or further discussion.

C. Presentation & Discussion Regarding 2023 Achievements, Strategic Plan Review & 2024 Goals.

See the attached presentation. No questions or further discussion.

4. UPDATES

TAC Members requested the following items:

- Get Approval for October, November & January Minutes - Added to New Agenda.
- Update the Meeting Planner Kit and bring it to TAC.
- Enchroma Partner Update & New Posters for each vendor.
- To have each printed agenda three-whole-punched.
- TAC would like to review the Christmas City Placer Data

- To review the grant application, score-sheet, post-event report, and scoring process at the February Meeting.
- TAC would like the staff to issue a press release about the TAC Grants/ Grant Schedule

A. Staff Announcements

John Heiney - Community Outreach Manager reported that the community wide survey has been completed, the results will be reported at the next council meeting. The search for a new city manager is underway. March 21st is the deadline for the application for the AGT Co. Open through the Arizona Office of Tourism - which is dollar for dollar marketing match up to \$50,000. She outlined items we are still participating in through the end of the fiscal year. See Attached Report.

Cristina Binkley announced that Prescott is now a Autism-friendly destination. Social media collaborations are higher than ever, which means partners are actively tagging Experience Prescott, which translates to free advertising.

Mike Kelly provided an update on upcoming RFPs, current conferences and new leads. He also reported on current STR trends.

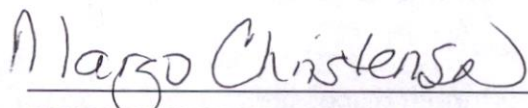
Ryan Harlow presented on behalf of Recreation Services. The tournament schedule is close to being finalized for 2024. See attached document.

Mike Kelly read the attached slides for the airport update. See attached report.

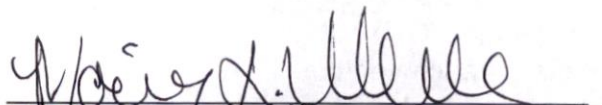
John Heiney announced that the Tourism & Economic Initiatives Manager, Ann Steward has resigned and accepted another position. Many members spoke supportive thoughts and positive sentiments.

5. ADJOURNMENT

Adjourned 12:22pm.



MARGO CHRISTENSEN, Chair


Staff Liaison Marika Whisenand