



City of Prescott Tourism Advisory Committee

April 24, 2024 | 10:30 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 10:30 a.m.

2. ROLL CALL

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

3. DISCUSSION & ACTION ITEMS

A. Approval of March 6, 2024 Tourism Advisory Committee Meeting Minutes.

Motion by Member Leja to approve the minutes as presented; Seconded by Member Dawson: Passed (9 - 0)

B. Presentation & Discussion Regarding the Bed Tax Fund Balance Proposals.

Cristina Binkley presented on behalf of Joe Baynes, Interim Deputy Director/Recreation Services Director. Reporting that \$100,000 of Bed Tax Fund Balance will be used this fiscal year to complete a new trailhead at the entrance of Bean Peaks. Jim Dawson asked if the Bean Peaks organization (PMBA) had asked for the funds. John Heiney clarified that PMBA did not ask for the funds, but the city is being proactive about building access to the new recreation asset.

Margo Christensen mentioned that strategically spending the fund balance is a wise idea.

John Heiney talked about the second proposal of hiring a downtown maintenance contract. Staff will bring it back to TAC in June. Margo Christensen mentioned that downtown beautification would better suit the bed tax language. Jim Dawson mentioned that destination management should be further discussed, as providing funds for this service could be a slippery slope. Heather Herman clarified that the state does not need to approve an organization becoming a DMMO - a Destination Management & Marketing Organization. Committee members would like to see this idea on a future agenda.

- C. Presentation & Discussion Regarding an Increase to the Annual Tourism Grant Funds.

Cristina Binkley notified committee members that the current grant fund is \$75,000 and staff is proposing to increase the fund to \$100,000 to further benefit community events. Margo Christensen mentioned that this is a good problem to have.

**Motion by Member Leja to approve; Seconded by Member Kellerman:
Passed (9 - 0)**

- D. Presentation & Discussion Regarding Marketing Support for Prescott Western Heritage Center.

Cristina Binkley reported that the Prescott Western Heritage Center has done a fabulous job promoting history throughout the area and staff would like to provide \$5,000 to supplement their marketing efforts. Robert Coombs mentioned that the Prescott Western Heritage Center is a frequent recommendation of the Visitor's Center. Jim Dawson mentioned that he is supportive of the idea, but had questions about possible collaborative marketing discussion in the future. Edd Kellerman discussed that the center is not a museum and does not meet the requirements of a museum.

**Motion by Member Brassard to approve; Seconded by Member Klein:
Passed (9 - 0)**

4. UPDATES

- A. Committee Member Announcements
Committee members and Council Member Luis Furthworth provided updates to the group. There were no additional questions.
- B. Staff Announcements
John Heiney Community Outreach Director - See attached report.

Cristina Binkley Tourism Manager - Mentioned that the team is working on tying up some branding efforts regarding Visit Prescott. Cease & Desists letters have been sent. The Office of Tourism hired a Content Creator who will be starting May 1st. Committee members are welcome and invited to wear the provided uniforms for future meetings, events and promotions. There is no May TAC Meeting.

Mike Kelly, Sales & Marketing Manager, mentioned bringing the Arizona Constables to Prescott. This organization is looking at booking the next 10 years of conferences. He is also working with Arizona Wildfire Academy for overflow for the next few years. Mike spent some time clarifying which niche markets he was targeting.

Heather Herman Front Burner Media - See Attached Report.

Ryan Harlow Recreation Services - Splash pad will be opening Memorial Day weekend. Basketball Courts Grand Opening is June 1st. Jim Dawson asked if they would be open courts, Ryan said yes with some light programming. Linda Nichols asked if the parking lot will be improved? Ryan said it's something we can look at in the future.

The airport report will be emailed to the TAC committee due to time constraints.

5. **ADJOURNMENT**

Committee Members would like to see the following items:

June Agenda - Tourism Budget & Introductions to the New Airport Director & New City Manager

August Agenda - DMMO Designation

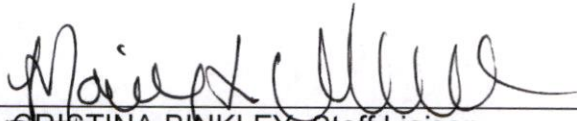
Look into Trademarking Whiskey Row, Historic Whiskey Row

Adjourned at 11:55pm.



MARGO CHRISTENSEN, Chair

ATTEST:



CRISTINA BINKLEY, Staff Liaison

Markay Whisenand