

City of Prescott
Tourism Advisory Committee



January 15, 2025 | 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 11:00 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 (Absent)
Nick Medina - Member (Excused)
Linda Nichols - Member

3. DISCUSSION & ACTION ITEMS

- A. Approval of the October 16, 2024 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER NICHOLS TO APPROVE THE OCTOBER 16, 2024 MEETING MINUTES; SECONDED BY MEMBER KELLERMAN: PASSED (8-0)

- B. Presentation & Discussion Regarding Financial Requests Updates.

Tourism Manager, Cristina Binkley, discussed the approved Fourth of July contract with an allocated amount of \$125,000. The contract spans two fiscal years, with approximately \$60,000 allocated for each year. Additionally, the Council approved \$7,600 to support the Pure Imagination Festival. Both requests have been approved and will be reflected in this year's budget.

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

- C. Presentation & Discussion Regarding the 2025 Marketing Video.

Ms. Binkley presented the new 2025 marketing video and explained that the concept originated from a NACOG meeting in September. A two-week content creation process took place in October, and despite a tight window due to weather conditions, the project came together successfully.

The goal of the video is to encourage visitors to take a scenic detour, guiding them off the main highway and into the heart of Prescott. The video aims to inspire wanderlust, educate the public about alternative routes, and motivate action that will benefit the destination.

Ms. Binkley explained that the campaign will line I-17, with ADOT looking forward to being involved. There will also be collaboration with social media influencer TripScout. The towns of Wickenburg and Yarnell plan to feature the video on their websites. The estimated advertising budget for the campaign is \$50,000. With another year of construction on I-17, the campaign will target the first six months of this year.

Member Dawson asked whether the other two towns were contributing to the funding or if the City of Prescott would cover 100% of the costs.

Ms. Binkley confirmed that 100% of the funding would be covered by the City of Prescott.

Chair Christensen commented that even after I-17 construction is completed, there will still be benefits, particularly if tour routes change. This will be especially advantageous for travelers coming from Los Angeles and San Diego.

Member Nichols added that an alternate route via White Spar would also provide another benefit.

Member Kellerman asked if the routes are designated scenic routes by the state.

Ms. Binkley responded that they are not.

Member Dawson suggested adding an extension outside of the video, such as additional maps or link for more information.

Member Kline asked how much additional time is added when taking the alternate route.

Ms. Binkley responded that it's approximately 20 minutes more if I-17 has normal traffic flow.

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

D. Presentation & Discussion Regarding an Update on Tourism Grants.

Ms. Binkley announced that a new Tourism Grant cycle is about to begin. The grants are designed to support non-profit organizations hosting events in Prescott, with the aim of encouraging overnight visitation through event marketing outside the Prescott area. The grants are funded by the city's Transient Occupancy Tax. Events may be eligible for up to \$5,000, depending on their rating and the number of successful applicants. These grants are available only to registered non-profit organizations.

Ms. Binkley explained that this cycle will feature an online fillable form instead of a PDF, accompanied by an instructional video. She added that the application process will include a single pass-through for review before launching by March. The meeting portion of the process will remain optional, rather than mandatory.

Community Outreach Director, John Heiney, added that mandatory meetings are rarely required for applicants in the grant-making process.

Chair Christensen suggested using "highly recommend" for the meeting, noting that it could help address the issue of incomplete applications in the past.

Ms. Binkley announced that with the disbanding of the Prescott Area Arts and Humanities Council, staff will be removing their organization name from the website and grant application.

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

E. Presentation & Discussion Regarding Tourism Advisory Committee General Business.

Annual Tourism Meeting:

Ms. Binkley announced that, moving forward, there will be an annual Tourism Meeting instead of the previous four meetings held each year. She provided an overview of the upcoming event's schedule, emphasizing the importance of networking for both staff and Committee members. The first hour of the event will be dedicated to this purpose. Several Council members and City Leadership are expected to attend. There will be presentations, including a unique opportunity to advertise on the Tourism website, which is a rare offering in municipal government.

Mr. Heiney highlighted that this also provides a valuable opportunity for stakeholders. Following the presentations, an award ceremony will take place, with members in attendance invited to join the stage.

Chair Christensen asked about the total number of guests expected to attend.

Ms. Binkley responded that attendance had already surpassed expectations, with over 150 guests confirmed, and that the majority of committee members plan to attend. She also shared a packet containing promotional materials for each attendee.

Member Nichols suggested adding information about the Prescott Heritage Trail to the packet.

Member Coombs commented on the suggestion and offered to provide the materials for Ms. Binkley to include in the packet.

Upcoming Committee Meeting Dates:

Staff Liaison, Marikay Whisenand, presented the 2025 meeting dates to the Committee:

February 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
March 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
April 30, 2025	11:00 a.m.	TAC Meeting & Grant Scoring (TBD)
May 14, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
June 2025	(No meetings)	
July 2025	(No meetings)	
August 13, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
September 10, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
October 8, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
November 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
December 2025	(No meetings)	

Council Presentation & Tourism Contracts to Council:

Ms. Binkley explained that, according to the Committee bylaws, staff are required to make an annual presentation to the Council. This year's presentation is scheduled for June 10, 2025, during a Council Study Session. The timing is ideal, as the Council Voting meeting in July will include the approval of Tourism contracts.

Upcoming Deadlines & Renewals:

Ms. Binkley reminded the Committee that five member seats will be expiring in March of this year. Those interested in applying for reappointment must submit their applications by the deadline of January 31, 2025.

Public Comments:

Staff Liaison Whisenand presented a brief overview to the Committee regarding Public Comments, explaining that comments may be taken on agenda items. For items not included on the agenda, comments may be reserved for the Open Call to the Public during Council meetings.

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

4. UPDATES

A. Staff Announcements & Updates.

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

- Committee members were encouraged to attend the upcoming Workforce Housing Committee Forum meeting on January 30, 2025.

- The recent Go West Summit, an event that connects tourism suppliers with global buyers and media, took place with Tourism staff in attendance. Valuable tools and resources were received, along with new contacts.
- Multiple room accommodation bookings are coming up for events including the 2025 Arizona Wildland Urban Interface Summit and a new volleyball tournament.
- The 2025 Calendar of Sporting Events has been finalized and will be included in the packet for tomorrow's Annual Tourism Meeting. Adult sports leagues are starting up, with youth leagues to follow soon. A new soccer tournament is anticipated for June 2025.
- The city received a grant for AmeriCorps members to assist with community service projects like trail cleanup and fire mitigation. These members, aged 18-26, have specific job duties and will be staying at the Grace Sparkes Activity Center (Armory) in the mezzanine area. The city received this award due to the unique landscape, professional leadership, local youth, and upcoming plans. The Civic Conservation Corps will participate in tasks and training sessions related to Recreational Services, stormwater infrastructure, and trail building, benefiting both the volunteers and city.
- Appreciation was expressed to the Recreational Services staff by Chair Christensen, for the memorial bench recently installed on Monday off Peavine Trail.

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

B. Committee Member Updates.

Councilwoman Fruhwirth and Committee Members provided the following updates:

- A resolution and an ordinance to implement a new Airport Vicinity Overlay (AVO) District passed during the recent Council meeting. Future topics to be reviewed by the Council include Home Rule and the General Plan.
- Referring to the Council meeting, Councilwoman Fruhwirth encouraged those interested in running for Council to take action. She also offered to meet with potential candidates.
- The "train-cation" concept was discussed, which is essentially taking a vacation by riding on a railway, often enjoying scenic routes and visiting different cities along the way. Member Dawson noted that there may be a market for a possible collaboration between Prescott and Flagstaff.
- Members requested talking points from staff to speak on behalf of the Committee when asked questions by the community.

- Members shared general business updates, including information on artists scheduled to visit Prescott, the Chamber of Commerce's current winter hours, Acker Night, which received over 1,700 attendees with a scholarship event planned for February, and the recent CNN coverage of the city's New Year's Eve festivities.
- The large impact that hotel reservations have was discussed, in reference to the recent holiday events. Ms. Binkley commented that staff are aware of events far in advance and are working on ways to disclose information for future reference.

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 12:20 p.m.


MARGO CHRISTENSEN, Chair

ATTEST:


MARIKAY WHISENAND, Staff Liaison