



City of Prescott

City Council - Study Session

June 10, 2025 | 1:00 PM
201 N Montezuma Street
City Council Chambers
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Goode called the meeting to order at 1:00 p.m.

2. ROLL CALL

Phil Goode - Mayor
Connie Cantelme - Mayor Pro Tem
Lois Fruhwirth - Councilwoman
Ted Gambogi - Councilman
Patrick Grady - Councilman
Brandon Montoya - Councilman
Eric Moore - Councilman

3. DISCUSSION

- A. Presentation & Discussion Regarding Training on the City's New Transparency Software, OpenGov.

Finance Director Mark Woodfill provided an introduction regarding the implementation of the OpenGov software platform.

Senior Accountant Catherine Boland continued the discussion with an overview and demonstration of how to navigate the system. The easiest way to navigate is to go to the City of Prescott website to the data transparency section, where there are multiple sub-sections for Prop478, Current Budget Process & Reports, Financial Reports, and Financial Transparency.

Councilman Moore asked if previous year's data will remain included as we move forward in time.

Ms. Boland responded that staff can format it so that historical data is there as well as current to compare.

Councilwoman Fruhwirth asked staff about printing charts and information from the system.

Ms. Boland stated that when navigating to graphs and charts within the system you can select to print them and even save them to PDF. She added that Finance staff are always available for help if a citizen is in need of it.

Mayor Goode commented on the importance of this new program, he

encouraged the Council and the public to take a look and navigate through this.

This item was for discussion only, no formal action was taken.

B. Presentation & Discussion Regarding the Annual Update from the Tourism Advisory Committee.

Community Outreach Director John Heiney introduced the members of the Tourism Advisory Committee present to provide the annual report presentation. Chair Margo Christensen, Vice Chair Matt Brassard and Member Dennis Gallagher.

Member Gallagher began the presentation with an overview of the eleven-member Committee which was formed in 2017 as a Standing Committee. The Committee supports the tourism staff on matters of local concern and the promotion of tourism.

Vision:

Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic western heritage and unparalleled natural beauty

Mission:

We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history and hometown atmosphere

Vice Chair Matt Brassard continued the presentation, reviewing the guiding principles for TAC:

- * Engage residents and industry stakeholders
- * Enhance, enrich and simplify the visitor experience
- * Emphasize the quality of visitors over the quantity of tourists
- * Consider the impact of work on existing infrastructure and community resources
- * Support the responsible use of our natural resources and assets
- * Seek to enhance the quality of life and increase economic opportunity
- * Preserve community's exceptional hospitality and create an environment that is welcoming to all

FY24-25 Highlights:

- * Achieved 57% completion rate with action items from the strategic plan
- * Filmed new content
- * 1,743 additional hotel rooms booked
- * 6 media/influencers hosted
- * Media - 168 features from August 1-January 5, 1.5 billion impressions and \$38.6 million in advertising value equivalency
- * 45.5% social media engagement growth
- * 104 local businesses promoted

Annual Support:

- * Twenty plus local non-profits
- * Summer concert series
- * World's Oldest Rodeo
- * Arizona's Christmas City
- * Whiskey Off Road
- * TransRockies Gravel Bike Event (new)
- * Sharlot Hall Museum
- * Phippen Museum
- * Museum of Indigenous People
- * Western Heritage Center

Chair Christensen continued the presentation by reviewing bed tax funds. Prescott doesn't spend as much on marketing as other communities like Cottonwood, Williams and Sedona, so there is a bit of a gap there that could be fixed in the future.

Mayor Goode asked if TAC was working on trying to get grants for the Tourism Office.

Tourism Manager Cristina Binkley responded that there are grants available, but many are on the development side for Recreational Opportunities, but staff does not have the bandwidth to seek out as many grants as there are. The other communities are funded differently than Prescott, so it is a difficult comparison, but does make it difficult to get the same exposure. She is working on having a financial workshop to address some of these issues.

City Manager Dallin Kimble added that it is also important to consider how dollars are being spent, for example special events, staffing etc.

Councilman Montoya commented that it seems to him the city is doing a lot with not a lot of money, but he wonders if moving forward the Council could redefine how the money is spent.

Chair Christensen agreed.

Councilman Moore commented that much of the tourism emphasis is on the downtown area, and he suggested partnering more closely with Parks & Rec Department for better wayfinding to help direct people to the outdoor amenities.

Mayor Pro Tem Cantelme asked why sales tax on rentals was decreased.

Ms. Binkley responded that this topic would also be discussed during the financial workshop.

Councilman Grady asked how tourism supports local non-profits.

Ms. Binkley responded that there is a line item for Tourism Grants, these are granted up to \$5,000 each year for marketing and events.

Councilwoman Fruhwirth commented that she has learned a lot about spending bed tax dollars since being the Council Liaison on this Committee. For example, equipment for Fire Department staff to get up the Bean Peaks Trail. There is a big difference between destination management versus destination marketing. Need to look ahead to what is coming.

Chair Christensen responded that the trend is destination management, but there is a very fine line and that is evolving. Everyone should consider quality of life over quantity so that is important to manage.

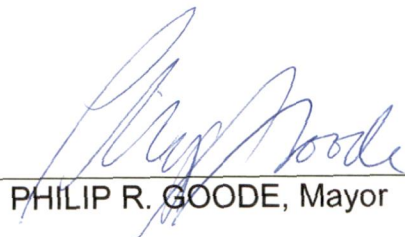
Councilman Moore echoed comments from Councilwoman Fruhwirth and Chair Christensen. We don't want to experience the same issues as Sedona.

Ms. Binkley added that there will be some big upcoming initiatives to make sure that Prescott is at the forefront of upcoming campaigns.

This item was for discussion only, no formal action was taken.

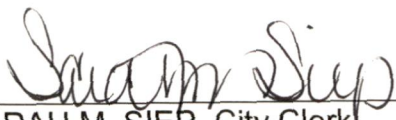
4. ADJOURNMENT

There being no further business to discuss, Mayor Goode adjourned the meeting at 2:13 p.m.



PHILIP R. GOODE, Mayor

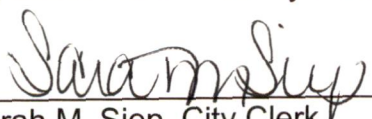
ATTEST:



SARAH M. SIEP, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on June 10, 2025. I further certify the meeting was duly called and held and that a quorum was present.



Sarah M. Siep, City Clerk

