

City of Prescott Tourism Advisory Committee



August 27, 2025 | 11:00 AM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chair Christensen called the meeting to order at 10:59 a.m.

2. ROLL CALL

Margo Christensen - Chair
Matt Brassard - Vice Chair
Tamara Burks – Member (Excused)
Robert Coombs - Member
Jim Dawson - Member
Dennis Gallagher - Member
Edd Kellerman - Member
Autumn Kline - Member
Nick Medina - Member
(Vacancy)

3. DISCUSSION & ACTION ITEMS

A. Approval of the May 14, 2025 Tourism Advisory Committee Meeting Minutes.

MOTION BY VICE CHAIR BRASSARD TO APPROVE MAY 14, 2025 MEETING MINUTES; SECONDED BY MEMBER KELLERMAN: PASSED (8 - 0)

B. Presentation & Discussion Regarding the Prescott Whiskey Trail.

Tourism Manager Cristina Binkley provided an overview of upcoming marketing materials and introduced the Prescott Whiskey Trail digital passport, explaining how it works, how to access it, and the expected benefits for Prescott.

Member Coombs asked if the Chamber of Commerce Visitor Center would serve as the prize pick-up location.

Ms. Binkley confirmed and noted partnerships with Founding Fathers and Park Plaza Liquor & Deli.

Chair Christensen asked whether the effort would be ongoing or seasonal.

Ms. Binkley responded that it will be ongoing, with one bar featured monthly on social media and the pass live year-round.

Chair Christensen added that this could be a valuable PR piece for True West magazine.

Member Gallagher recommended reaching out to Doc's BBQ & Whiskey to add to the pass.

Ms. Binkley agreed to investigate it.

Member Medina asked about monetization opportunities.

Ms. Binkley explained the city is providing the platform while bars may create their own revenue opportunities, with merchandise as a possible future option.

Vice Chair Brassard asked if posters would be available for participating bars.

Ms. Binkley confirmed.

Member Dawson asked how bars would be differentiated from restaurant-bars.

Ms. Binkley stated that Google listings determine eligibility, with the intent to keep the program bar specific.

Member Medina asked how the Whiskey Trail would be marketed and distinguished from the Wine Trail, and how we will pitch this and differentiate each bar and the drinks ordered there.

Ms. Binkley responded that the focus is on whiskey drinks, but exposure benefits all bars. She noted a 30-minute time requirement at each location.

Member Dawson asked how the program ties to tourism.

Ms. Binkley explained it provides an affordable way to highlight Prescott's nightlife, like Flagstaff's brew trail.

Vice Chair Brassard agreed, adding that it showcases Prescott's nightlife scene.

Member Coombs said the program would create excitement at the Visitor Center, where materials will be displayed to drive traffic, calling it a win-win for the community.

Ms. Binkley added that the pass also supports events such as pub crawls.

Vice Chair Brassard asked if locations must be completed in a single day.

Ms. Binkley clarified participants have three months to complete the pass for a prize before it starts over.

Chair Christensen asked if there is a national whiskey week similar to restaurant week.

Ms. Binkley stated a \$12,000 budget allows flexibility to create such promotions.

Member Coombs asked if the pass could be added to the Visitor Center website.

Ms. Binkley confirmed it could.

This item was for discussion only. No formal action was taken.

C. Presentation & Discussion Regarding Refreshed Marketing Materials.

Ms. Binkley displayed the Business Unusual 2023 YouTube video and provided background on Heart & Soul's involvement with the City of Prescott. She noted they will be used for Tourism and Economic Development digital marketing efforts in FY26 and introduced the pitch deck for the Prescott Bold campaign and its visual style.

Chair Christensen stated that the presentation was fabulous.

Member Dawson asked about the difference between the concept and its application in actual marketing materials.

Ms. Binkley explained the project is still in phase one, the color palette will remain consistent, and website changes will be minimal. She added that ads have already been designed for the Grand Canyon Journal and Arizona Drive Guide.

Member Gallagher emphasized the importance of ensuring historical references are accurate, noting that Prescott's history is closer to 150 years rather than 100 as stated in Heart & Soul's pitch deck.

Ms. Binkley agreed and stated additional materials will be presented in November.

This item was for discussion only. No formal action was taken.

4. UPDATES

A. Staff Announcements & Updates

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

- The Economic Development Manager position is restarting the application process, while the Public Engagement Manager role is in final interviews.
- GCOT was a success with staff attendance. At ESTO, best practices on company collaborations were shared, including an example from Four Peaks and Bad Birdie.
- At AZ Cities and Towns, staff, Councilwoman Fruhwirth, and Mayor Pro Tem Cantelme attended. Prescott Whiskey Trail shot glasses were highlighted as a success.
- Airport updates included 14,000 enplanements year-to-date, a projected 26,000 enplanements for 2025, and a permanent second daily Denver flight being added. Over \$6.5 million in grants were awarded for facility improvements, including hangar expansion and a shared-use ramp. Cutter Aviation completed major ramp expansion.
- AirFest begins October 6, and the Airport's centennial in 2026 will feature an expanded four-day celebration and spring conference.
- Plans are underway to incorporate the Airport into the Prescott Bold campaign through video reels for consistent branding.
- 18 sports tournaments held so far this year, with one hosting 77 teams. A new Native Nations Baseball Tournament is planned for June.
- Film included 16 permitted projects this year, generating \$383,000 in local spending, an increase from \$317,000 in 2024.
- Sales reported 110 new calls and emails, 42 leads, 19 RFPs, and 5 booked events. Highlights included the AOT FAM tour, the FBI Christmas Gala, USA Volleyball Prescott Shootout 2026, and the Western Riders of America Conference 2028.
- Recurring event recruitment efforts are underway, including work to host MPI EDGEcon in 2027. Bed tax collections finished slightly above last year but were down 3.7% from projections. International visitation is expected to slow, with a 5% revenue decrease projected.
- Experience Prescott website and social media updates were presented, with requests to include top-city data and Canadian visitor trends in future reports.
- The Rough Rider Gravel Race was announced for fall 2026. The next TAC meeting will be held on September 10 with two presentations scheduled.

This item was for discussion only. No formal action was taken.

5. ADJOURNMENT

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

ATTEST:


MARGO CHRISTENSEN, Chair

 10/14/2025
Arley Tucker, Staff Liaison