

# City of Prescott

## Tourism Advisory Committee



February 11, 2026 | 11:00 AM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

### AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meetings to be held **February 11, 2026**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. DISCUSSION & ACTION ITEMS**

A. Approval of Minutes for the January 14, 2026 Tourism Advisory Committee Meeting.

**Recommended Action: MOVE to approve minutes as presented**

B. Presentation & Discussion Regarding City Entrance Signs and Message Boards.

**Recommended Action: This item is for discussion only. No formal action will be taken.**

C. Presentation & Discussion Regarding Utility Bills at Sharlot Hall.

**Recommended Action: This item is for discussion only. No formal action will be taken.**

**4. UPDATES**

A. Discussion & Presentation from Staff Regarding Updates Related to: Marketing, Airport, Sales & STR, General Tourism Updates, Grants, Recreation Services and An Update from the Committee's Council Liaison.

B. Presentation & Discussion Regarding Updates from Committee Members Related to Business & Tourism in Prescott.

**5. ADJOURNMENT**

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding

contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));

(5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));

(6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));

(7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

### **CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 2/5/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Thornhill*

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Sarah M. Thornhill, City Clerk