

City of Prescott

Tourism Advisory Committee



April 8, 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 **April 8, 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 the March 11, 2026 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Discussion, Introduction & Welcome to Returning TAC Members (Edward Kellerman, Matt Brassard & Margo Christensen) as Well as New Members (Natasha Baydakova, Kevin Keleher & Pierre Tibi). of the Tourism Advisory Committee.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - C. Discussion & Action Regarding the Selection of Chair and Vice Chair to Serve a One-Year Term.
Recommended Action: MOVE to appoint Chair and Vice Chair for a one-year term
 - D. Presentation & Discussion Regarding an Overview of the Bed Tax Fund Balance and Budget for the Seven Months of Fiscal Year 2026; and Overview of the Taxable Activity Summary Report for Sales (TPT) Tax in the City and the Bed Tax Collection Report for the Seven Months of Fiscal Year 2026.
Recommended Action: This item is for discussion only. No formal action will be taken.
4. **UPDATES & ANNOUNCEMENTS FROM STAFF**
 - A. Discussion & Presentation Regarding Updates Related to: Marketing, Airport, Sales & STR, General Tourism Updates, Grants & Recreation Services.
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 4/2/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk