

# 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*

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Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 8 Tourism Advisory Committee  
DATE: April 8, 2026  
DEPT: Tourism  
ITEM #: 3.A  
SUBJECT: Approval of the March 11, 2026 Tourism Advisory Committee Meeting Minutes.

## ITEM SUMMARY

This item is for approval of the March 11, 2026 TAC Meeting minutes. Staff recommends approving the minutes as presented.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

MOVE to approve the minutes as presented

## ATTACHMENTS

1. March 11, 2026 TAC Minutes

City of Prescott  
**Tourism Advisory Committee**

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March 11, 2026 | 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 11:02 a.m.

**2. ROLL CALL**

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

**3. DISCUSSION & ACTION ITEMS**

A. Approval of the February 11, 2026 Tourism Advisory Committee Meeting Minutes.

**MOTION BY MEMBER KELLERMAN TO APPROVE February 11, 2026 MEETING MINUTES; SECONDED BY MEMBER DAWSON: PASSED (9 - 0).**

B. Presentation & Discussion Regarding The Tourism Grant Scoring & Lunch Meeting.

Director of Economic Initiatives John Heiney stated the TAC Grants opened March 1 and application deadline April 3 at 5:00 p.m. There is one submission received so far with many weeks remaining to apply. An optional informational meeting held last week with approximately 20 attendees.

Mr. Heiney gave the remaining timeline for TAC Grants:

All applications are due April 3. TAC regular meeting: April 8 (no scoring at this meeting). Scoring meeting: May 13 at 12:30 p.m. (after the Regular TAC Meeting at 11:00 a.m.). The scoring work will be completed in May; award letters expected in May. Individual contracts and

final approvals go to City Council on July 10. Members will receive grant packets roughly the week after the deadline; ample time to score ~25+ submissions. The scoring meeting and regular meeting will be separate public meetings.

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

#### 4. UPDATES

- A. Discussion & Presentation from Staff Regarding Marketing, Airport, Sales & STR, General Tourism Updates, Grants, Recreation Services, and Council Liaison Update.

Chair Christensen announced that Arley McMains is leaving the Prescott Tourism Office and recognized her for her internship to full-time service. This next month is new TAC member onboarding and swearing-in to be coordinated by City Clerk.

Mr. Heiney stated that there is an incoming FAM tour with AOT (Australia/New Zealand) on March 12 with seven travel professionals overnight in Prescott. They will go on an e-bike tour of Peavine Trail and Dells, dinner at Copper Note, Whiskey Row exploration and breakfast at Theodore's. SpringHill Suites is hosting. He also provided an update on the recent Arizona250 traveling museum (Liberty Bell):

- 1,300 visitors
- Peak wait times ~90 minutes
- Courthouse Plaza geofence estimated ~13,000 visitors over the weekend
- Live bands, community tents, and multiple local institutions participated.

Mr. Heiney then stated that an upcoming trail designation announcement was going to be made concerning Bean Peaks. PIMBA meeting planned; Bean Peaks Phase 2 opening in April. He added that six members of TAC were affirmed at yesterday's City Council meeting for the April 2026 – March 2029 terms, and congratulated returning members Edd Kellerman, Matt Broussard and Margo Christensen. Mr. Heiney welcomed new members Kevin Keleher, Natasha Baydakova and Pierre Tibi. New members will attend the April TAC meeting and participate in electing a board chair for a one-year term. Finally Mr. Heiney recognized and thanked outgoing TAC members Nick Medina and Michael Pantaleone.

Tourism Manager Mike Kelly stated there was no new airport report this month but they will have a full report next month. He also provided an update regarding recent group events driving lodging demand:

- IMBA annual staff meeting: ~200+ rooms for a week
- Prescott Shootout Volleyball Tournament: increased from 32 teams (last year) to 112 teams this month; room nights scaled up accordingly
- STR (Smith Travel Research) metrics through January: Total trips up 2%; visitation days up; total spend up
- ADR down slightly (1.5%); occupancy up nearly 5%; revenue up.

Committee Members requested trend analysis for year-over-year, seasonality from STR.

Mr. Kelly stated that these can be provided upon request via email.

Mr. Kelly further reviewed the December 2025 numbers:

- Hotels/motels up 2.2%
- Restaurants/bars up 10.3% (possible influence from non-hotel visitation and day trip spend)
- Fiscal year-to-date: Hotels/motels down 2.9% (small; attributed in part to government shutdown impacts in Oct–Nov causing cancellations)

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

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

Chair Christensen mentioned the new TAC procedure that no more handout circulation during meetings is allowed. All materials may be placed on the public table instead and member updates must relate to business and tourism.

Member Kline stated downtown traffic will be increasing for spring break and that tourism activity seems to be picking up.

Chair Christensen reviewed transportation planning for the upcoming June-July Rodeo Week:

- Rodeo Grounds, PUSD, YPlan (formerly CYMPO) planned main transit route
- Primary Route - Residence Inn → mall → SpringHill Suites → rodeo grounds
- Secondary Route - downtown parking garage → rodeo grounds
- Possible Route from Prescott Valley - currently under consideration with ADA-accessible vans/buses planned
- Finalization is expected mid-April with publicity via radio, courier, print, QR codes, and sandwich boards.

Member Coombs stated that the Chamber Business Expo at Pine Ridge Marketplace was a success with over 50 booths.

Vice Chair Brassard stated St. Patrick's Day pub crawl is scheduled for March 17 with registration at 2:00 p.m. and \$5 donation supports Prescott firefighter charities.

Chair Christensen requested that staff include regular budget updates on a recurring basis (monthly or bi-monthly) to track financial position. She added that the next regularly scheduled TAC Meeting will be on April 8 at 11:00 a.m. and the TAC Grant Scoring Meeting will be held May 13 at 12:30 p.m. following the Regular Meeting at 11:00 a.m.

***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 11:23 a.m.

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MARGO CHRISTENSEN, CHAIR

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STAFF LIASON



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 8 Tourism Advisory Committee  
DATE: April 8, 2026  
DEPT: Tourism  
ITEM #: 3.B  
SUBJECT: 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.

## ITEM SUMMARY

This item is to provide an introduction and welcome to returning members and new members of the Tourism Advisory Committee.

- Welcome back returning TAC Members: Edward Kellerman, Matt Brassard & Margo Christensen
- Welcome to new TAC Members: Natasha Baydakova, Kevin Keleher & Pierre Tibi.

Staff will also discuss new member folders, obtain signatures for the BCC Code of Conduct and remind the members of the April 9 Open Meeting Law Training which is required annually for all city BCC members.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

## ATTACHMENTS

1. Resolution No. 2026-1971
2. BCC Member Handbook\_2026

**RESOLUTION NO. 2026-1971**

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PRESCOTT, YAVAPAI COUNTY, ARIZONA, RESCINDING RESOLUTION NO. 4400-1609 IN ITS ENTIRETY AND RE-ESTABLISHING AN ELEVEN (11) MEMBER TOURISM ADVISORY COMMITTEE AS A STANDING COMMITTEE OF THE CITY OF PRESCOTT**

**RECITALS:**

WHEREAS, Chapter 1-13 of the Prescott City Code authorizes the Mayor and Council to form Standing Committees of the City to act in an advisory role to the Mayor and Council; and,

WHEREAS, the Mayor and Council wish to create a Tourism Advisory Committee that will convene at least six times yearly to discuss and provide regular input on tourism matters; and,

WHEREAS, the establishment of a Tourism Advisory Committee is in the best interest and promotes the welfare of the citizens of Prescott.

**ENACTMENTS:**

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PRESCOTT AS FOLLOWS:

Section 1. THAT, City of Prescott Resolution No. 4400-1609 is hereby rescinded in its entirety.

Section 2. THAT, there is hereby formed the Tourism Advisory Committee (the "TAC"), which shall be comprised of eleven (11) members. The TAC shall function as a standing committee pursuant to Prescott City Code Chapter 1-13.

Section 3. THAT, the role of the TAC is to:

- (a) Prepare and recommend to the City Council, a five (5) year Tourism Strategic Plan to use as a guide for future programs.
- (b) Make recommendations to City Staff and the City Council regarding allocation of the City's transient occupancy tax.
- (c) Support the City's tourism staff on matters of local concern and the promotion of tourism.
- (d) Administer annual grant allocations to the City's transient occupancy tax and make recommendations to the City Council for final grant allocations.

(e) Consider any other tourism-related matters assigned to it by the City Council.

Section 4. THAT, The TAC shall meet a minimum of six (6) times per year.

Section 5. THAT, the TAC shall operate in conformance with the policies and procedures for all other City advisory committees.

Section 6. THAT, the City Council shall appoint eleven (11) members for three (3) year staggered terms that begin on the first day of April the year of appointment and continue to the last day of March at term completion. Seven (7) of the members shall represent the hospitality and tourism industry. Three (3) of the members shall represent the local business community, and one (1) member of the general public.

Section 7. THAT, a quorum of six (6) TAC voting members shall be required to conduct business before the TAC.

Section 8. THAT, the officers of the TAC shall include a Chair and Vice-chair, and Secretary, each of whom shall serve for one (1) year and until his or her successor is elected and qualified. The TAC will elect officers annually at their first regularly scheduled meeting after April 1<sup>st</sup>. A majority of the quorum present is sufficient to elect the officers. Upon vacancy in the position of chair, the vice-chair shall succeed as chair until the next annual election for the position. Vacancies for any other position, created by any cause, shall be filled for the unexpired term by a new election.

Section 9. THAT, all meetings of the TAC shall be open to the public and members shall comply with Arizona Open Meetings Law.

Section 10. THAT, the TAC may establish its own rules of procedure that are not inconsistent with this Resolution or applicable laws.

PASSED AND ADOPTED by the Mayor and Council of the City of Prescott this 10<sup>th</sup> day of February, 2026.

*Cathey Rusing*  
\_\_\_\_\_  
CATHEY RUSING, Mayor

ATTEST:

APPROVED AS TO FORM:

*Sarah M. Thornhill*  
\_\_\_\_\_  
SARAH M. THORNHILL  
City Clerk

*Joseph D. Young*  
\_\_\_\_\_  
JOSEPH D. YOUNG  
City Attorney

CERTIFICATION OF RECORDING OFFICER

STATE OF ARIZONA )

County of Yavapai ) ss.

I, the undersigned Sarah M. Thornhill, being the duly appointed, qualified City Clerk of the City of Prescott, Yavapai County, Arizona, certify that the foregoing Resolution No. 2026-1971 is a true, correct and accurate copy of Resolution No. 2026-1971 passed and adopted at a Voting Meeting of the Council of the City of Prescott, Yavapai County, Arizona, held on the 10<sup>th</sup> day of February 2026, at which a quorum was present and, by a 6-0 vote, six voted in favor of said resolution.

Given under my hand and sealed this 18<sup>th</sup> day of February, 2026.

Seal



Sarah M. Thornhill  
City Clerk



# Boards, Commissions & Committees



**01**

**Welcome**

**02**

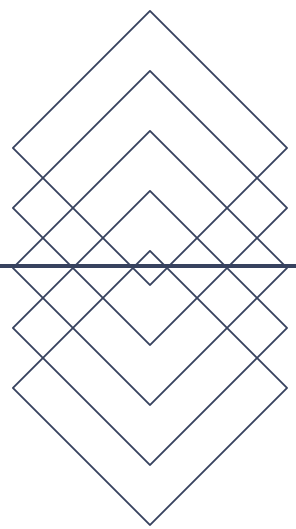
**Appointment**

**03**

**City Council**

# Member Handbook

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**City Organization**

**05**

**Code of Conduct**

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**Agendas & Minutes**



**07**

**Member Training  
Open Meeting Law**

**08**

**Contact Information**



# Welcome

## Welcome to the team of dedicated Board, Commission, and Committee (BCC) members!

Your participation is essential in shaping the strategies, policies, and initiatives that influence our community and impact our stakeholders. The role you are stepping into is crucial, and your contributions will help drive the effectiveness and success of our organization.

### Purpose of the Handbook:

- **Understanding Structure:** This handbook is designed to provide you with a comprehensive overview of the City's structure. It will help you understand how different components of the organization fit together and how they interact with one another.
- **Processes and Procedures:** You will find detailed information about our processes and procedures. This will guide you through your responsibilities and the steps involved in various activities and decision-making processes.
- **Expectations and Responsibilities:** Clearly outlined expectations and responsibilities will be provided to ensure you are well-informed about your role and how you can effectively contribute.

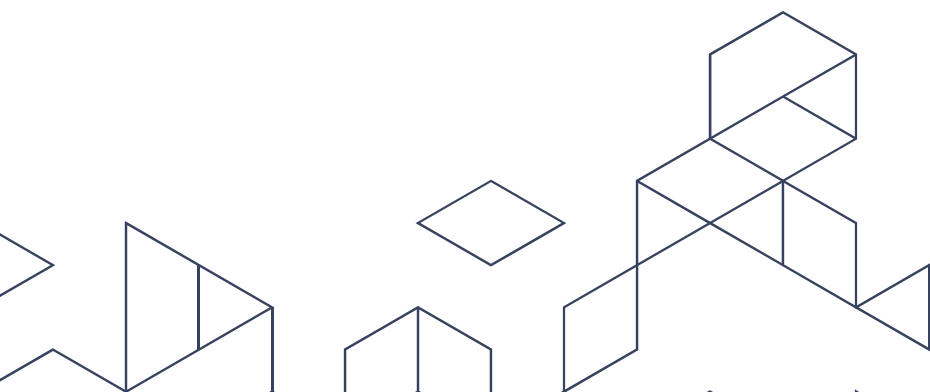
### Guidance for Your Role:

- **Unique Contributions:** We encourage you to bring your unique perspectives, skills, and experiences to the table. Each member's individual background and expertise benefit discussions and help in creating well-rounded solutions to community challenges.
- **Active Participation:** Your active involvement is key to achieving our collective goals. Engage with fellow members, and contribute to discussions effectively to make the most of your role.

### Commitment to Our Mission:

- **Shared Objectives:** As you work with the BCC members, focus on advancing our mission and fulfilling our goals are central to the success and well-being of the community we serve.
- **Upholding Values:** Upholding the City's core values in your work will ensure that we remain aligned with our mission and continue to positively impact those we serve.

Thank you for your commitment and for stepping into this important role; we look forward to the positive contributions you will make. Together, we will make a meaningful difference in the lives of our community members and strive towards achieving our goals.





## BCC Appointment

The City of Prescott has more than 20 active BCCs, that play a crucial role in the functioning and development of our community. These BCCs provide an excellent platform for residents to engage with city government, contribute their expertise, and influence local policies and projects. We are fortunate to have an involved resident base who serve.

Annually, the Council Subcommittee on Appointments review submitted applications to fill vacancies that come available for various term endings on the city's BCCs. After a thorough review of the applications, the Subcommittee makes recommendations to City Council.

City Council then makes the final appointments, selecting members based on their qualifications, experience, and alignment with the needs of the respective BCCs.

It is the goal, through appointments, that volunteers continue to serve on BCCs and have the opportunity to provide their experience and expertise. At the same time, the appointment of new members often brings fresh insights and perspectives that contribute to the many ongoing city projects and initiatives.



*For additional information regarding BCCs and the appointment process please feel free to contact the City Clerk's Office.*



# City Council



**Cathey Rusing**  
*Mayor*



**Jim Garing**  
*Councilmember*



**Mary Fredrickson**  
*Councilmember*



**Lois Fruhwirth**  
*Mayor Pro Tem*



**Patrick Grady**  
*Councilmember*



**Ted Gambogi**  
*Councilmember*



**Jay Ruby**  
*Councilmember*



# City Organization

## Organization

The Prescott City Charter was adopted by the city voters in 1958 and is the basic governing authority of the City. The City Charter establishes a Council-Manager form of government. This means that the City Council provides leadership and formulates the laws and general policies of the City which are then administered by the City Manager. The Charter also outlines the duties and responsibilities of each area of City government.

## City Council

The City Council consists of a Mayor and six Councilmembers who are elected at large to serve as the legislative body of the City. The Mayor is elected every two years and acts as Chairperson of the Council presiding over Council meetings. Councilmember's hold staggered, four-year terms, with three seats decided every two years. Soon after every City General Election, the Council chooses a Mayor Pro Tempore to serve in the absence of the Mayor.

Consistent with applicable laws and regulations enacted by the Federal and State Governments, the City Council bears sole responsibility and exercises sole authority in establishing the policies governing the operation of the City of Prescott. The City Council enacts local legislation, adopts budgets, and establishes public policy. To do this, the Council sets goals and objectives based on strategic planning; recommendations from the City Manager, City Attorney, boards and commissions, public input, and through the budgeting process. Members of the City Council also serve as Council representatives to most of the City's boards, commissions, and committees.

## City Manager

The City Manager is the City's administrative head and is directly responsible to the City Council. The City Charter grants the City Manager a non-voting seat on the Council, which allows the City Manager to take part in Council discussions. The City Manager implements Council policies and directives and makes recommendations to the Council on measures necessary for the efficient and effective operation of municipal services. It is the Manager's responsibility to direct the preparation of the City's annual budget and submit it to the Council for approval. In addition, the City Manager oversees the day-to-day operation of the City and directs the activities of City employees.

## City Attorney

The City Council appoints the City Attorney to serve as the legal branch of the City. The City Attorney represents the City's legal interests and rights, providing legal advice, and prosecuting criminal complaints. Among other things, the City Attorney's office drafts and reviews the City's legal documents and issues legal opinions.



# City Organization

## City Clerk

The City Clerk is appointed by the City Council. The Clerk conducts City elections and maintains the permanent records of the City, including the City Code and City Charter, and oversees the overall City Records Management Program. Additionally, the City Clerk administers the City's BCC program, conducts BCC member training, maintains membership rosters for the City's BCC members and processes all BCC applications.

Be sure to provide any changes in your contact information as soon as possible to the Clerk's office so that your record is accurate.

## BCC Roles & Responsibilities

### Council Representatives

All city BCCs have a Councilmember, selected annually by the Mayor, who serves as a liaison between the BCC and the Council. These Liaisons are not members of the BCC and do not vote but rather serve as a conduit for the Council and provide quarterly updates on the work of the BCC at regularly scheduled Council meetings.

### Staff Liaison(s)

Your staff liaison wears many hats and one of those is to provide support for your BCC.

Among other things, the staff liaison's role is to:

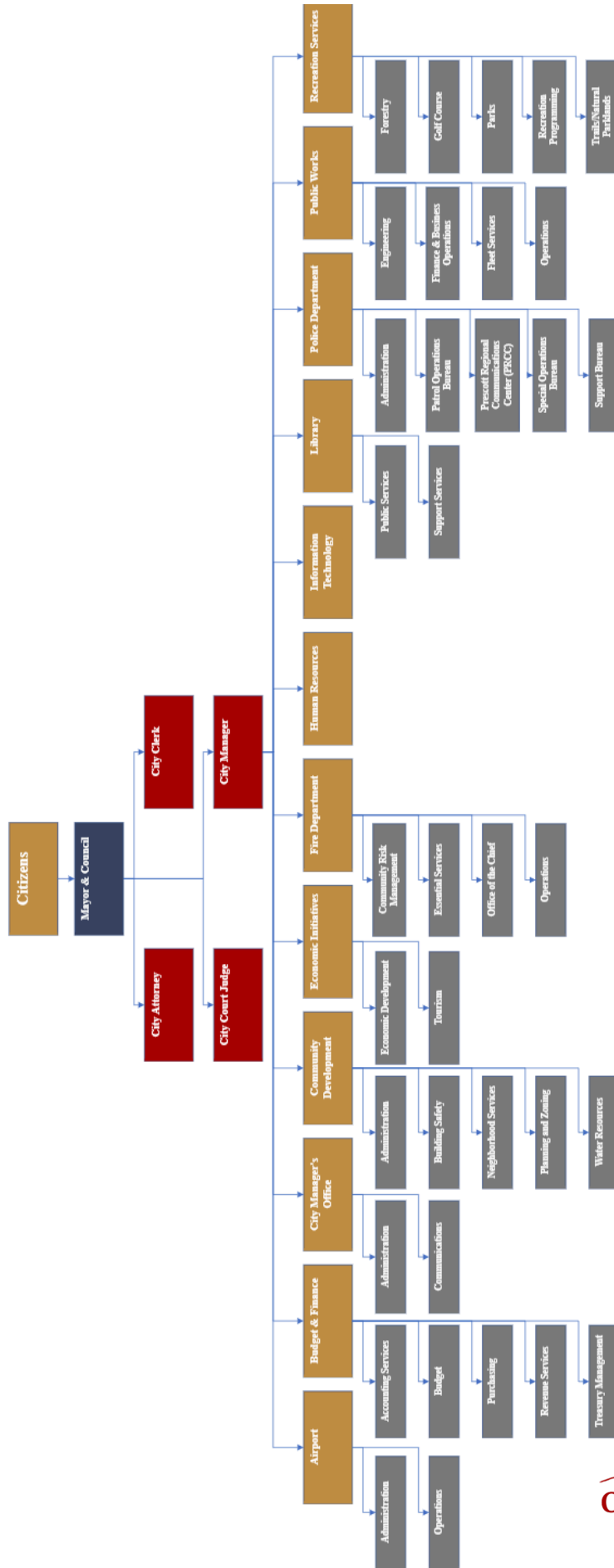
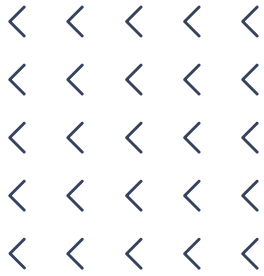
- Prepare meeting agendas with input from the BCC and staff.
- Ensure compliance with Open Meeting Law requirements.
- Assist in distributing information to the body of the BCC according to proper protocols.
- Respond to appointee requests for information related to BCC business.
- Prepare letters & communications of the BCC and process them for review and approval.
- Facilitate interaction with other BCCs.
- Place items on a BCC meeting agenda, in response to direction from the City Council or City Manager, a citizen petition, a request from a commissioner or chairperson, a request from other BCCs, or as deemed necessary by the staff liaison.
- Coordinate requests for legal assistance with the City Attorney.
- Prepare BCC recommendations to the City Council.

The staff liaison also has authority to call special meetings, when necessary, to meet program directives for the BCC.

BCC members do not have authority over the work program of city staff. Rather, the liaison acts as an information resource and provides technical assistance. BCC members may not direct City staff in the performance of their BCC-related activities, nor can they assign projects or direct the work of staff. A BCC may request staff's assistance on various projects; however, the City Manager must approve all requests which create a substantial demand for a work product.



# City Organization



# Code of Conduct

This section is intended to describe a code of conduct for City BCCs and designed to define the way members shall treat one another, city staff, constituents, and others they come into contact with while representing the City of Prescott. The Council encourages positive and respectful dialogue. Therefore, members shall refrain from abusive conduct, personal charges, disrespectful language, or verbal attacks upon the character of others. It is both encouraged and expected that the Chair of each BCC will intercede when the conduct of another member is in violation of this code of conduct.

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BCC members must treat each other and the public with respect. Elected and appointed officials are composed of individuals with a wide variety of backgrounds, personalities, values, opinions, and goals but have chosen to serve the public in order to preserve and protect the community. In all cases, this common goal should be acknowledged.

Residents, property owners and businesses of the City of Prescott are entitled to have fair, ethical and accountable local government. Such a government requires that public officials are independent, impartial, and fair in the judgment, actions, and recommendations, use their public office for the public good and not personal gain, and conduct public deliberations and processes openly, unless legally confidential in an atmosphere of respect and civility.

BCC members shall honor this code of conduct from the time of appointment to office.

BCC members shall act in the public interest, recognizing that stewardship of the public interest must be their principal concern. All shall work for the common good of the City of Prescott and not for any private or personal interest. Members will endeavor to treat all persons, claims and transactions in a fair and equitable manner.

BCC members shall comply with the laws and rules of the Constitution of the United States, the Constitution and laws of the State of Arizona, and the City of Prescott City Charter, City Code, and Policies & Procedures, and all other governing documents related to conflict of interest, election campaigns, financial disclosures, and open meeting law.

BCC members shall refrain from abusive conduct and verbal attacks upon the character or motives of other members of the BCC or City Council, staff, and the public.

BCC members shall have respect for the process and duties shall be performed in accordance with those processes and rules of order established by the Council.



# Code of Conduct

*(continued)*

BCC members shall be present and active for meetings of their respective Board, and inform themselves of public issues, listen attentively to public discussions before the body and focus on the business at hand.

BBCC members are responsible for their communication related to city matters. They shall publicly share substantive information that is relevant to a matter under consideration that they received from sources outside of the public decision-making process.

BCC members shall ensure public confidence in decision-making by being familiar with and complying with conflict of interest laws.

BCC members shall respect and preserve the confidentialities of information provided to them concerning matters of the city. They shall neither disclose confidential information without proper legal authorization nor use such information to advance their financial or private interests.

BCC members have the primary responsibility to ensure that ethical standards are understood and met and that the public can continue to have full confidence in the integrity of their city government.




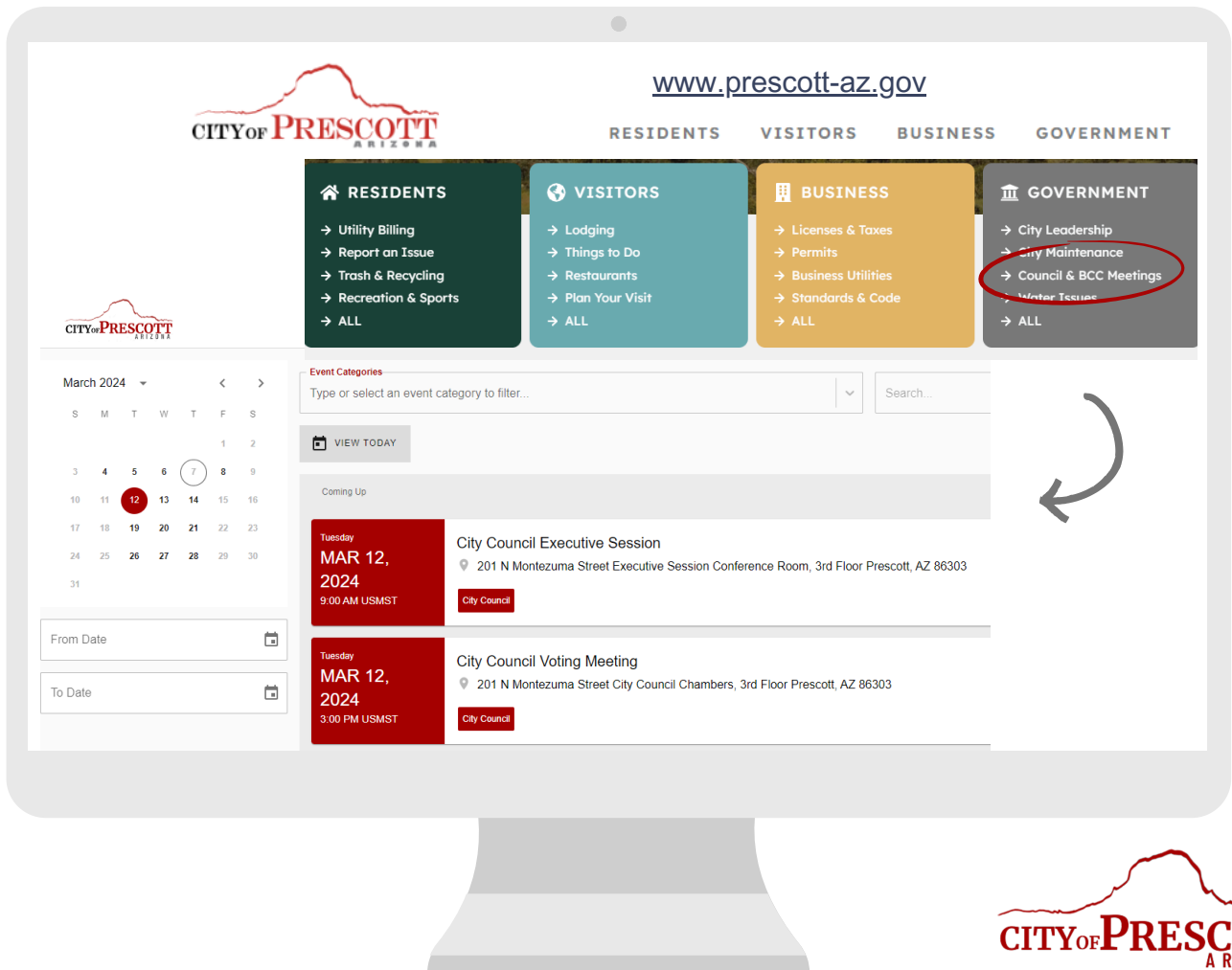
## Loyalty Oath of Office

I, (name), do solemnly swear that I will support and defend the Constitution of the United States, the Constitution and laws of the State of Arizona, and the Prescott City Charter, that I will bear true faith and allegiance to the same and defend them against all enemies, foreign and domestic, and that I will faithfully and impartially discharge the duties of the position of a (BCC) (Position), according to the best of my ability, so I do affirm.

# Agendas & Minutes

Agendas are distributed to members in advance of meetings. They may also be found here:

- Visit [www.prescott-az.gov](http://www.prescott-az.gov)
- Click on “Council & BCC Meetings” (under “Government”)
- You will be taken to the public CivicClerk portal for Events
- Click on the event date
- Click on the event title, then under Meeting Files click on “Agenda Packet” or “Minutes”
- Click on  to download the document



# Board Commission Committee Member Training



Effective | Spring 2026



# Open Meeting Law

- All agendas must be followed as posted.
  - Items may be taken out of order, if necessary, at the discretion of staff or the BCC Chair
  - If an item needs to be moved to a future meeting, a motion to postpone or defer must be made
  - Only one subject may be before the Committee at a time
  - Discussion on topics which are not on the posted agenda is prohibited



# Open Meeting Law & Meeting Process



- Staff Liaisons shall read the Item Title to introduce each item & discussion will take place as follows:
  - Staff will present the item
  - The Committee will discuss
  - Public comment (if any) will be taken – speakers are limited to three (3) minutes each
  - Motion, second, and vote (when applicable)
  - When all items on the agenda have been discussed, the Chair will adjourn the meeting (no motion is necessary for this action)



# Discussion vs. Action Items

- Below the description of each item on the agenda is stated whether the item is an action item or for discussion only.
  - Discussion only items
    - Staff will present
    - Committee will discuss
    - Chair will take public comment
  - Action items
    - Staff will present
    - Committee will discuss
    - Chair will take public comment
    - Chair will call for a motion, second, vote
    - Staff liaison will announce pass or fail and vote (ie “Passes 6-0”)

## DISCUSSION & ACTION ITEMS

- A. Approval of the June 10, 2024 Pedestrian, Bicycle & Traffic Advisory Committee Meeting Minutes.  
**Recommended Action: MOVE to approve or approve with changes the minutes as presented**
- B. Presentation & Discussion Regarding Westridge Drive Traffic Concerns.  
**Recommended Action: MOVE to approve or deny recommendations for Westridge Drive Traffic Concerns.**
- C. Presentation & Discussion Regarding Sign Request for Lee Boulevard.  
**Recommended Action: MOVE to approve or deny sign request for Lee Boulevard.**
- D. Presentation & Discussion Regarding Ongoing Project Updates.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**

# Making a Motion

- If a Committee member wishes to speak, they must be recognized by the Chair.
- A motion can be made by any member of the Committee, including the Chair.
  - The motion should be in this format:  
I move to (approve, deny, defer, etc) the (June 10, 2024 minutes) (as presented, with changes, etc)
  - I second the motion
  - Staff liaison states “all in favor”; “any opposed”
  - Vote
  - Staff liaison announces vote “Passes 6-0”



# Public Participation

- City BCCs allow public comment following discussion regarding items on the posted agenda.
- For all public comment
  - Members of the public must complete a comment card
  - When the Chair has opened the floor to public comment, Staff liaisons will call each person separately and give them three (3) minutes to speak
  - Members of the public may only address the Committee regarding the item being discussed





## City of Prescott | City Clerk's Office



(928) 777-1437



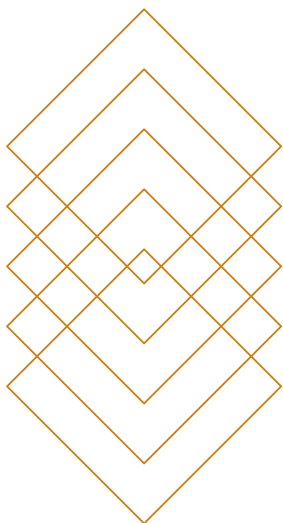
[city.clerk@prescott-az.gov](mailto:city.clerk@prescott-az.gov)



[www.prescott-az.gov](http://www.prescott-az.gov)



201 N. Montezuma Street, Suite 302  
Prescott, AZ 86301





TO: MAYOR AND CITY COUNCIL  
AGENDA: April 8 Tourism Advisory Committee  
DATE: April 8, 2026  
DEPT: Tourism  
ITEM #: 3.C  
SUBJECT: Discussion & Action Regarding the Selection of Chair and Vice Chair to Serve a One-Year Term.

## ITEM SUMMARY

This item is for the appointment of new Chair and Vice Chair for the Committee. The Chair and Vice Chair will both serve one-year terms.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

MOVE to appoint Chair and Vice Chair for a one-year term

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: April 8 Tourism Advisory Committee  
DATE: April 8, 2026  
DEPT: Tourism  
ITEM #: 3.D  
SUBJECT: 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.

## ITEM SUMMARY

This item is for staff to provide an overview of the Bed Tax Fund Balance and Budget for the seven months of Fiscal Year 2026 as well as an 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.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

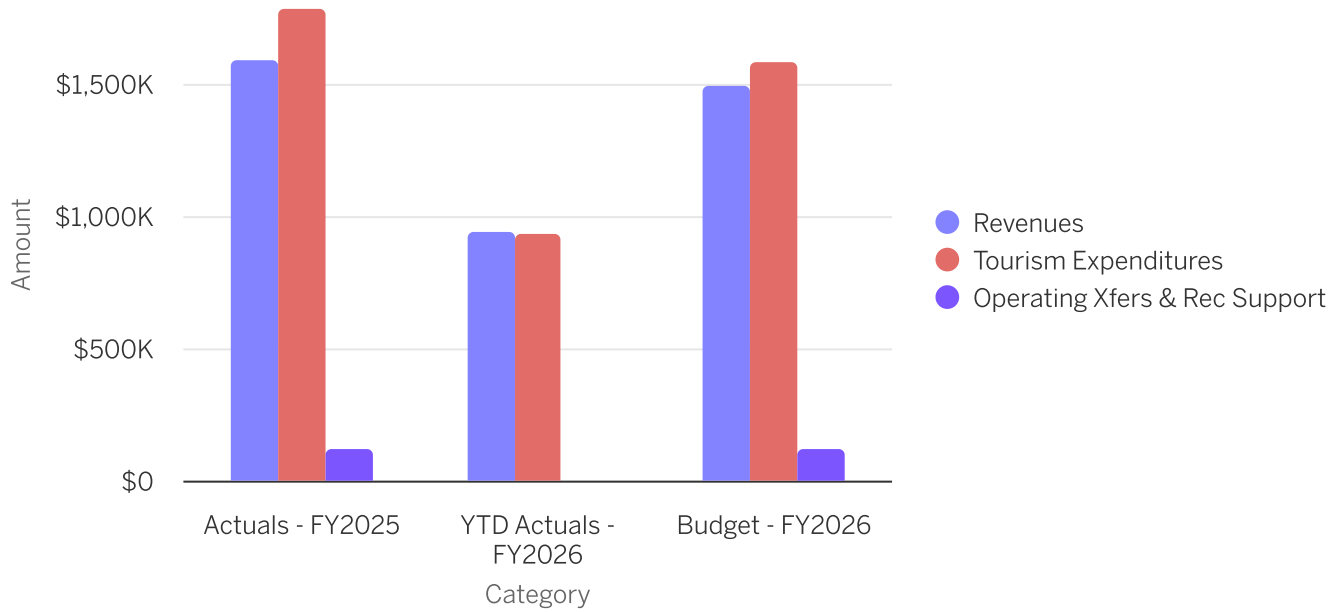
## ATTACHMENTS

1. City of Prescott\_Mid-Year Bimonthly Report Bed Tax
2. 2026-01 Bed Tax Report
3. 2026-01 Taxable Activity Report Summary

**City of Prescott**  
**Bed Tax Budget to Actual Report**  
03/31/2026

**Bed Tax Budget FY26**

(as of 3/31/26)



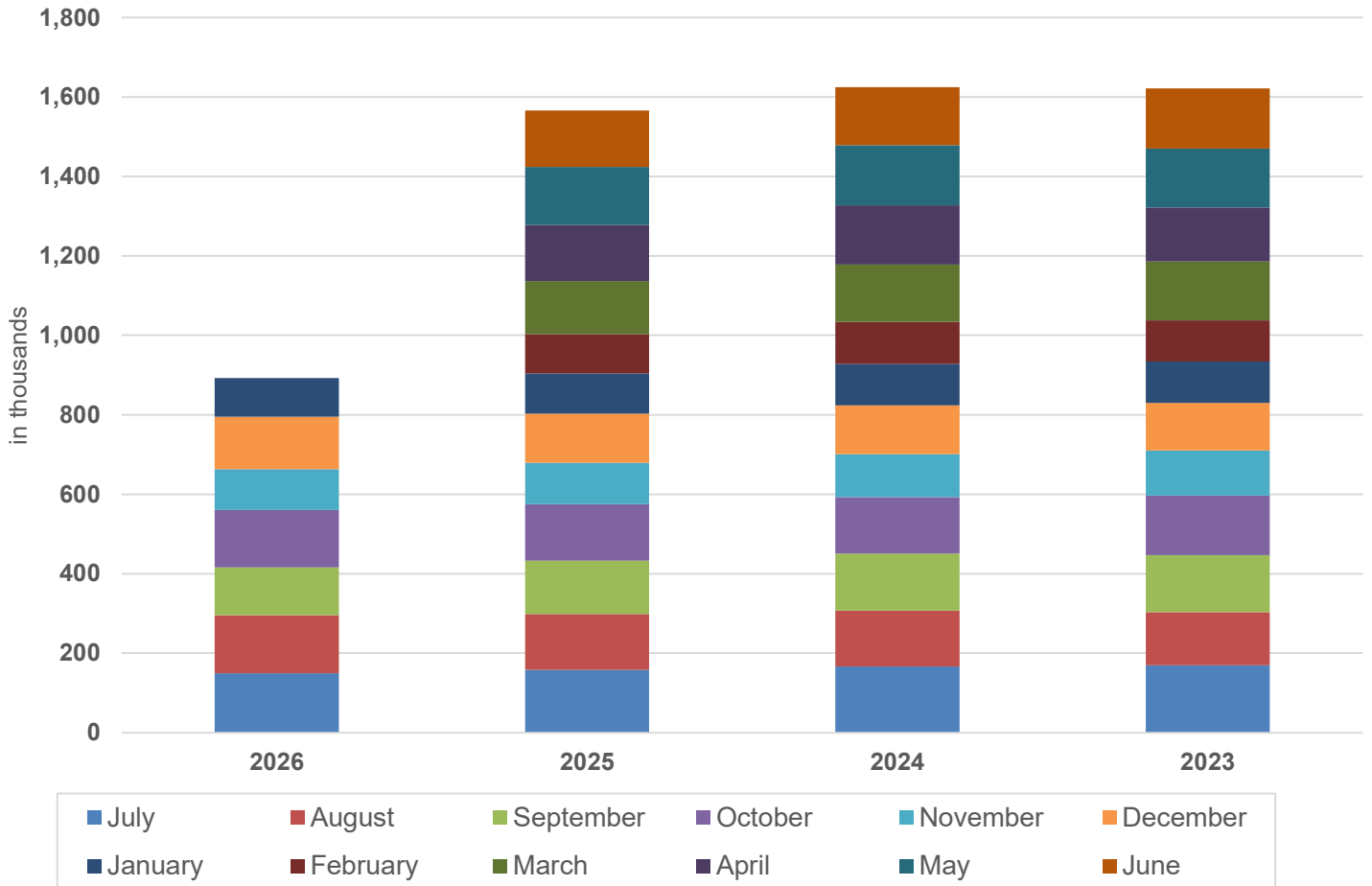
	ACTUALS	YTD ACTUALS	BUDGET		
	FY2025	FY2026	FY2026	Amount Remaining	% Used of Budget YTD
<b>Revenues</b>	\$1,598,474	\$940,159	\$1,500,000	\$559,841	63%
<b>Tourism Expenditures</b>					
NA	\$745,049	\$397,305	\$785,066	\$387,761	51%
Tourism Events	\$113,042	\$94,300	\$90,000	-\$4,300	105%
Parks Tourism Venues/Amenities	\$40,000	\$40,000	\$40,000	\$0	100%
4th Of July	\$197,370	-	-	\$0	-
Open Space Management	\$14,940	\$8,829	\$10,000	\$1,171	88%
Contingency	\$77,504	\$0	\$64,500	\$64,500	0%
Sharlot Hall Utilities	\$10,000	\$6,534	\$10,000	\$3,466	65%
Downtown Beautification	-	\$59,410	-	-\$59,410	-
Marketing & Promotion	\$199,697	\$55,774	\$175,000	\$119,226	32%
Christmas And Visitor Center Support	\$93,211	\$80,000	\$85,000	\$5,000	94%
PDP Contract	\$75,000	\$75,000	\$75,000	\$0	100%
Prescott Frontier Days Rodeo	\$60,000	\$40,000	\$40,000	\$0	100%
Community Events	\$513	\$6,843	\$5,000	-\$1,843	137%
Museum Marketing Support	\$45,000	\$10,000	\$35,000	\$25,000	29%

**City of Prescott**  
**Bed Tax Budget to Actual Report**  
03/31/2026

	ACTUALS	YTD ACTUALS	BUDGET		
	FY2025	FY2026	FY2026	Amount Remaining	% Used of Budget YTD
Whiskey Off-Road	\$67,000	\$35,000	\$115,000	\$80,000	30%
Az Office Of Tourism	\$39,635	\$28,718	\$50,000	\$21,283	57%
TAC & Tourism Team Up	\$12,413	-	\$10,000	\$10,000	0%
<b>TOURISM EXPENDITURES TOTAL</b>	<b>\$1,790,372</b>	<b>\$937,713</b>	<b>\$1,589,566</b>	<b>\$651,853</b>	<b>59%</b>
<b>Operating Xfers &amp; Rec Support</b>	\$121,276	-	\$121,276	\$121,276	0%
<b>Total Expenditures</b>	\$1,911,648	\$937,713	\$1,710,842	-	-
<b>Net Change to Fund Balance</b>	-\$313,174	\$2,446	-\$210,842	-	-

# City of Prescott Transient Lodging (Bed) Tax Collection

	<u>FY 2026</u>	<u>% Chg</u>	<u>FY 2025</u>	<u>% Chg</u>	<u>FY 2024</u>	<u>% Chg</u>	<u>FY 2023</u>
July	\$ 149,941	-5.21%	\$ 158,181	-4.99%	\$ 166,492	-2.02%	\$ 169,933
August	145,118	3.29%	140,492	0.16%	140,273	4.89%	133,732
September	121,112	-9.68%	134,097	-6.87%	143,995	0.48%	143,310
October	144,424	1.15%	142,787	0.50%	142,082	-5.35%	150,114
November	102,408	-1.60%	104,071	-3.57%	107,923	-4.88%	113,458
December	131,927	6.98%	123,317	-0.07%	123,398	3.38%	119,360
January	97,894	-3.38%	101,316	-2.47%	103,880	-0.85%	104,769
<b>Subtotal</b>	<b>\$ 892,824</b>	<b>-1.26%</b>	<b>\$ 904,260</b>	<b>-2.56%</b>	<b>\$ 928,043</b>	<b>-0.71%</b>	<b>\$ 934,674</b>
February			99,402	-5.89%	105,617	2.24%	103,306
March			133,285	-7.78%	144,529	-1.97%	147,426
April			140,624	-5.91%	149,456	9.32%	136,713
May			146,351	-2.93%	150,772	1.72%	148,222
June			142,430	-2.71%	146,400	-3.33%	151,449
<b>Total</b>			<b>\$ 1,566,352</b>	<b>-3.60%</b>	<b>\$ 1,624,818</b>	<b>0.19%</b>	<b>\$ 1,621,789</b>



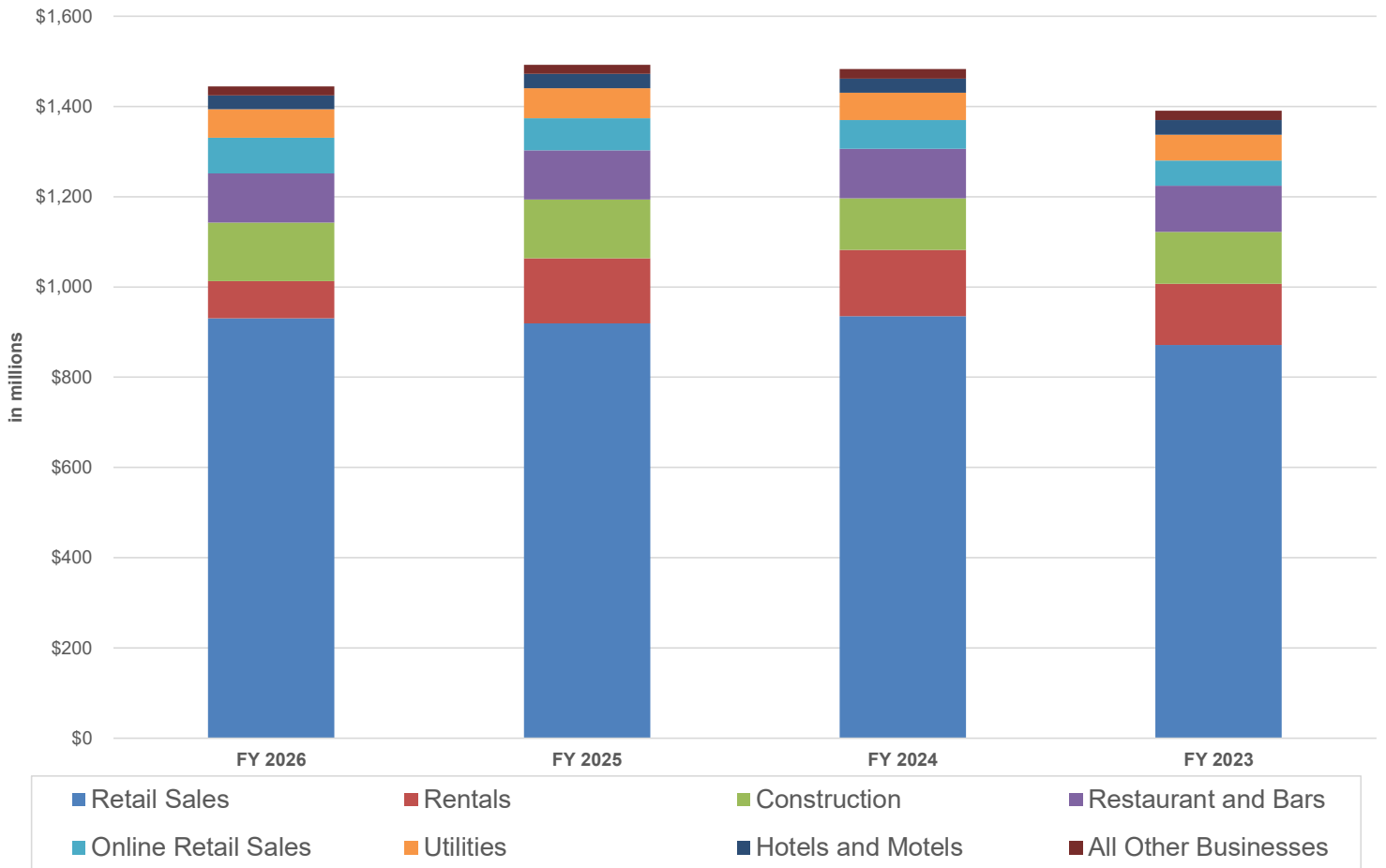
# City of Prescott Taxable Activity Summary Report

## For the Month of January

	FY 2026	% Chg	FY 2025	% Chg	FY 2024	% Chg	FY 2023
Retail Sales	\$ 116,194,882	-0.79%	\$ 117,120,710	-2.23%	\$ 119,792,233	4.94%	\$ 114,152,799
Construction	10,616,860	-28.01%	14,747,183	7.83%	13,675,811	-8.59%	14,960,803
Restaurant and Bars	13,081,266	-6.11%	13,932,444	6.48%	13,084,251	3.91%	12,592,180
Online Retail Sales	10,445,569	10.36%	9,465,220	11.27%	8,506,875	11.40%	7,636,497
Rentals *a	9,782,042	-2.70%	10,053,358	-38.28%	16,287,903	-0.73%	16,407,969
Utilities	9,984,489	-7.84%	10,834,119	15.45%	9,384,287	-12.59%	10,735,525
Hotels and Motels	3,361,292	-2.68%	3,453,731	-2.44%	3,540,249	-1.85%	3,606,915
All Other Businesses	2,562,365	-1.39%	2,598,426	-1.84%	2,647,042	-9.93%	2,938,781
<b>Total</b>	<b>\$ 176,028,763</b>	<b>-3.39%</b>	<b>\$ 182,205,190</b>	<b>-2.52%</b>	<b>\$ 186,918,650</b>	<b>2.12%</b>	<b>\$ 183,031,468</b>

## Fiscal Year to Date as of January

	FY 2026	% Chg	FY 2025	% Chg	FY 2024	% Chg	FY 2023
Retail Sales	\$ 930,839,576	1.25%	\$ 919,360,780	-1.73%	\$ 935,590,718	7.34%	\$ 871,650,740
Construction	129,626,952	-0.07%	129,712,453	13.52%	114,259,620	-0.74%	115,111,268
Restaurant and Bars	109,172,489	0.08%	109,085,698	-0.57%	109,710,373	6.78%	102,748,685
Online Retail Sales	78,570,184	9.79%	71,563,722	10.90%	64,531,248	16.56%	55,362,027
Rentals *a	82,303,190	-43.14%	144,744,788	-1.11%	146,364,663	8.03%	135,481,279
Utilities	63,530,936	-4.36%	66,429,148	11.03%	59,829,124	4.48%	57,263,202
Hotels and Motels	30,512,772	-2.39%	31,259,421	-2.02%	31,903,829	-1.73%	32,463,843
All Other Businesses	20,053,155	-0.44%	20,141,711	-3.15%	20,797,862	1.48%	20,495,107
<b>Total</b>	<b>\$ 1,444,609,253</b>	<b>-3.20%</b>	<b>\$ 1,492,297,720</b>	<b>0.63%</b>	<b>\$ 1,482,987,436</b>	<b>6.65%</b>	<b>\$ 1,390,576,150</b>



### Note \*a

The State Legislature removed residential rentals from the City of Prescott's taxbase effective December 31, 2024. This resulted in a loss of taxable activity in the Rental category of an estimated \$67.4 million in FY 2026. Without this loss the fiscal year to date percentage change for FY 2026 would have been an estimated +1.32% instead of the -3.20%. Both January 2025 and January 2026 both have no residential rental taxable activity included.



# Experience Prescott Monthly Visitation Report

February 2026

Powered by **DATAFY**

# Experience Prescott Monthly Visitation

## Report Filters

Geolocation

Dates: 2/1/26 - 2/28/26

↔ Dates: 2/1/25 - 2/28/25

In-State Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions Excluded

POIs: All Included

Geolocation 2/1/25 - 2/28/25

Total Trips **61,912 Trips**  
↗ 4.76%

Visitor Days **128,596 Days**  
↗ 0.94%

Avg Length of Stay **2.1 Days**  
↘ -0.1 Days

Advanced Spending 2/1/25 - 2/28/25

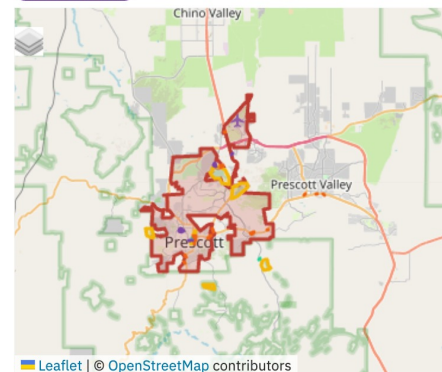
Total Spend **\$9,935,010**  
\$7,450,844 - \$12,419,176  
↗ 32.49% vs Compare Dates

Avg. Spend per Trip **\$166.62**  
↗ 22.09% vs Compare Dates

Avg. Transaction Size **\$71.89**  
↗ 7.90% vs Compare Dates

## Selected Clusters

Geolocation



## CoStar Monthly Averages for 2/26 - 2/26

CoStar 2/1/25 - 2/1/25

ADR **\$113.57**  
↘ 2.60% vs 2/25 - 2/25

OCCUPANCY **56.43%**  
↘ 2.20% vs 2/25 - 2/25

REVPAR **\$64.09**  
↘ 4.70% vs 2/25 - 2/25

REVENUE **\$3,475,985**  
↗ 0.10% vs 2/25 - 2/25

SUPPLY **54,236**  
↗ 5.00% vs 2/25 - 2/25

DEMAND **30,607**  
↗ 2.70% vs 2/25 - 2/25

Complete Data valid thru 2/21/26. Preliminary Data thru the remainder of the month.

# Filters Summary

## Report Filters

- Geolocation
- Dates: 2/1/26 - 2/28/26
- Dates: 2/1/25 - 2/28/25
- In-State
- Out-of-State
- Distance: 90 mi - 3742 mi
- Clusters: External Attractions Excluded
- POIs: All Included

- Advanced Spending
- Dates: 2/1/26 - 2/28/26
- Dates: 2/1/25 - 2/28/25
- In-State
- Out-of-State
- Distance: 90 mi - 3742 mi
- Locations: All Included
- Categories: All Included
- Cards: Datafy Default

- CoStar
- Dates: 2/1/26 - 2/1/26
- Dates: 2/1/25 - 2/1/25
- Areas: All Included
- STR Period: Month

## Geolocation

**Cluster** : A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

**Share of Trips** : Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

**Share of Visitor Days** : Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

**Trips** : The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

**Trip Length** : Measures how long, in consecutive days, the visitor spent in the destination.

**Unique Device** : A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

**Visitor Days** : An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

## Advanced Spending

**Total Spend** : The total estimated spend for all visitors for the applied date range and filter settings.

**Total Trips** : The estimated number of unique "trips" to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

**Spend Volume** : The total estimated dollars spent.

**Average Spend per Trip** : The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were \$25 each, then the spend for this visitor for this trip would be \$100.

**Average Transactions per Trip** : The average number of transactions that each visitor completed during a trip.

**Average Transaction Size** : The average dollar amount for each completed transaction. If a visitor spent \$50 on gas and \$100 at a restaurant during a short trip, then the average transaction size for this visitor would be \$75.

**Transaction Volume** : The total estimated number of transactions that occurred.

**Repeat Spenders** : If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a “Repeat Spender.” If the cardholder has only made one trip to the destination, then they are considered “One Time”.

**Length of Stay** : Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

**Merchant Location** : Available as a filter. The merchant location reflects the zip code or county where the transaction took place.

## **STR (Smith Travel Research)**

**Demand** : Refers to the number of rooms sold within a specific time period, excluding complimentary rooms.

**Occupancy** : The percentage of available rooms sold during a specified time period.  $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

**Revenue** : Total revenue generated from guest room rentals or sales.

**RevPAR** : Stands for Revenue Per Available Room, and is calculated by dividing total room revenue by the total number of available rooms.  $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$ .

**Supply** : Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you’re looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).