

City of Prescott Tourism Advisory Committee



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.

Margo Christensen 4/8/2024
MARGO CHRISTENSEN, CHAIR

 4/8/2024
STAFF LIASON