

City of Prescott
Tourism Advisory Committee



April 8, 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 11:01 a.m.

2. ROLL CALL

Margo Christensen – Chair
Matt Brassard – Vice Chair
Natasha Baydakova - Member
Tamara Burks – Member
Jim Dawson – Member
Dennis Gallagher – Member
Kevin Keleher - Member
Edd Kellerman - Member
Autumn Kline – Member
Pierre Tibi – Member

3. DISCUSSION & ACTION ITEMS

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

MOTION BY MEMBER KLINE TO APPROVE MARCH 11, 2026 MEETING MINUTES; SECONDED BY MEMBER GALLAGHER: PASSED (10 - 0).

B. Presentation & Discussion Regarding The 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.

Tourism Manager Mike Kelly welcomed the returning members Vice Chair Matt Broussard, Chair Margo Christensen, and Ed Kellerman. Mr. Kelly Also welcomed new members Natasha Betakova, Kevin Kelleher, and Pierre Tibby. He reminded the new members of the code of conduct pages inside their welcome packets, and stated that there are two copies of each document to sign and return. Additionally, Mr. Kelly discussed the required Open Meeting Law Training that would be conducted on April 9 for all BCC members.

Chair Christensen stated that all sitting and returning members should introduce themselves and all Committee Members provided introductions and welcomes.

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

- C. Discussion & Action Regarding the Selection of Chair and Vice Chair to Serve a One-Year Term.

Mr. Kelly stated that the forming Resolution was revised and adopted by the Council in February, in accordance, Section 8 prescribes that Committee's select a Chair and Vice Chair each year.

Chair Christensen stated that Vice Chair Brassard has expressed some interest in serving as Chair, and that she would like to make a motion to have Vice Chair Brassard take over as Chair for the next year.

MOTION BY CHAIR CHRISTENSEN TO APPOINT MEMBER BRASSARD AS CHAIR; SECONDED BY MEMBER DAWSON: PASSED (10 - 0).

Chair Brassard thanked Member Christensen for her commitment to the Committee and moved forward to the selection of Vice Chair.

Member Keleher asked for those who are new, what is involved in the position of Vice Chair.

Chair Brassard stated, that having been Vice Chair for a long time, Member Christensen would call him to bounce ideas off him and briefly discuss agenda items or any concerns. Chair Brassard stated that it was not too involved.

MOTION BY MEMBER DAWSON TO APPOINT MEMBER GALLAGHER AS VICE CHAIR; SECONDED BY MEMBER KLINE: PASSED (10 - 0).

- 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.

Mr. Kelly provided an overview of the Bed Tax Fund Balance and Budget for the first seven months of Fiscal Year 2026. He reviewed line items and highlighted community events and expenses.

Mr. Kelly proceeded to discuss the Taxable Activity Summary Report through January. Online retail sales continue to grow at a faster pace than other retail categories. Overall, year-to-date taxable activity is currently down 3.2% through January.

Member Dawson stated that he would like to find out what trends the city is seeing in order to view comparable markets and cities to determine if Prescott is on pace or not.

Member Christensen stated that the STR and COSTAR reports have the capability to compare destination reports but does not know the extent of Tourism's STR contract.

Mr. Kelly responded that staff can look into that.

Chair Brassard agreed.

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

4. UPDATES & ANNOUNCEMENTS FROM STAFF

A. Discussion & Presentation Regarding Updates Related to: Marketing, Airport, Sales & STR, General Tourism Updates, Grants & Recreation Services.

Airport Services Manager Christina Stapleton provided an update on Airport Services. She stated that Prescott Regional Airport (PRC) has added 50% seat capacity to the market, and reviewed enplanements for January and February which marked a 25% increase over 2025. She continued with an overview of upcoming projects at PRC including a hanger development program which will be a four hanger complex to house a wash rack for corporate executive size aircraft and hangers to help with that demand and bring in maybe some more corporate customers, as well as taxiway realignments, the SRE ARF Ops facility and multiple ramp reconstructions to enhance services.

Mr. Kelly continued with a review of Google Analytics for March 2026 for Experience Prescott's Website. He advised that the March 2026 Social Media Analytics were all trending upward and that engagement on overall social media continued to hold strong at 5.9%, which shows the audience remains highly interactive with the content. Mr. Kelly also reviewed the STR Report from February.

Mr. Kelly provided updates for Recreation Services, stating that the ten-year master plan survey is ongoing and results will shape the direction of the Department for the next decade. There will be upcoming public workshops and information is available on the city website. The city will host the "Prescott Freedom Festival" on 4th of July and staff is hard at work getting everything prepared for the event, if any members are interested in sponsorship for the event they may contact Ryan Harlow in the Recreation Services Department.

Member Kline asked if there was any progress on bringing on a new agency for marketing, advertising and social media for Experience Prescott.

Mr. Kelly stated that staff is in the process of creating a Solicitation/RFP for a new agency to assist both the Tourism and Economic Development Departments with all the entities of a DMO.

Chair Brassard asked if there was an update of the TAC Grants.

Mr. Kelly stated that the Grant Application submissions closed on Friday April 3 and twenty-eight applications were received. The Committee will review the applications at their May 13 Meeting.

Economic Development Manager Tricia Lewis introduced herself and provided an overall Department update. She stated that the recruitment for a new Director of Economic Development closes on April 13. Ms. Lewis also discussed the new concierge program called BizLink, which will assist businesses in getting through the entitlement and permitting processes.

Director of Recreation Services Kristy Diaz-Trahan addressed the Committee and provided further information on the Department's Master Plan process and her goals for elevating the city's recreation programming for the community. She added that Bean Peaks has opened phase two of the gravity trail with a ribbon cutting, and added that Prescott has been identified as a "top trails town" by the International Mountain Bike Association.

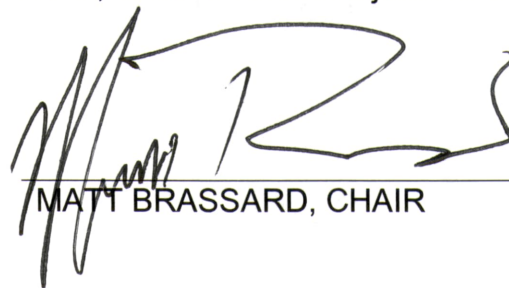
Mayor Pro Tem and Council Liaison Lois Fruwirth provided the Committee with a Council update regarding the ongoing annual budget process and reiterated the importance of member participation in the Open Meeting Law Training.

Member Kellerman stated that the 52nd Annual Phippen Museum Western Art Show and Sale have been down in attendance for a few years now but were hoping to be back around 20,000 visitors during that three day weekend with over 100 artists.

Member Christensen stated that in per the Committee bylaws, they are due in 2027 for the Tourism Office Strategic Planning. Four years ago Carragio Group was used and did a great job. She recommended this item be put on a future agenda.

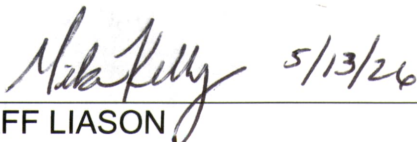
5. ADJOURNMENT

There being no further business to discuss, Chair Brassard adjourned the meeting at 12:01 p.m.



MATT BRASSARD, CHAIR

5/13/26



STAFF LIASON