



City of Prescott

Tourism Advisory Committee

August 12, 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 **August 12, 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 May 13, 2026 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
- B. Discussion, Introduction & Welcome of New Member Katherine Dufort to the Tourism Advisory Committee.
Recommended Action: This item is for discussion only. No formal action will be taken.
- C. Discussion, Introduction & Welcome of New Economic Development Director, Steve Prokopek.
Recommended Action: This item is for discussion only. No formal action will be taken.
- D. Presentation & Discussion Regarding City Contract No. 2027-046, for Tourism Destination Marketing Execution, Economic Development Initiatives, and Campaign Support Presented to City Council at the August 11 Voting Meeting.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES & ANNOUNCEMENTS FROM STAFF

- A. Presentation & Discussion Regarding Updates Related to: Airport, Bed Tax & Taxable Activity Reports, Tourism STR & Datafy Reports and General Tourism & Economic Development Updates.
- 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 8/6/26 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