City of Prescott
Tourism Advisory Committee

May 13, 2026 | 11:00 AM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

CITY OF PRESCOTT

MINUTES

1. CALL TO ORDER

Chair Brassard called the meeting to order at 11:01 a.m.

2. ROLL CALL

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

3. DISCUSSION & ACTION ITEMS

A. Approval of the April 8, 2026 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER KELLERMAN TO APPROVE APRIL 8, 2026 MEETING MINUTES; SECONDED BY MEMBER GALLAGHER: PASSED (10 - 0).

B. Presentation & Discussion Regarding the Smith Travel Research (STR) Updated Report.

Tourism Manager Mike Kelly presented a proposed multi-city market comparison report intended to provide the Committee with broader tourism performance metrics and improved benchmarking against comparable destinations. Mr. Kelly explained that staff is working to consolidate information from STR, CoStar, and Datafy into a single monthly report that will provide a more comprehensive overview of tourism trends.

Member Dawson and Chair Brassard discussed the proposed comparison communities, including Prescott Valley, Flagstaff, Sedona, Kingman, and Cottonwood, and recommended adding Williams and Payson to provide additional market comparisons. The report will include

occupancy, Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), and year-over-year performance metrics.
This item was for discussion only. No formal action was taken.

C. Presentation & Discussion Regarding the Downtown Beautification Contract.

Mr. Kelly presented an overview of the Downtown Beautification Cooperative Contract and reviewed the current agreement administered in coordination with Public Works through the city's cooperative contract with Swept Away. He explained the funding history of the program and discussed the transition of funding responsibilities through the current cooperative contract ending October 31, and further reviewed the scope of services provided under the contract, including sidewalk pressure washing, litter collection, trash receptacle maintenance, alley vacuuming utilizing specialized water recovery equipment, and special event cleanup services. Mr. Kelly also discussed seasonal adjustments to pressure washing operations during the winter months and the contract's flexibility to respond to special event needs.

Vice Chair Gallagher stated concerns regarding the frequency and consistency of cleaning services within the downtown core and stated concerns related to Whiskey Row sidewalks, alley cleanliness, and the Granite Street Parking Garage, and requested additional clarification regarding service schedules and responsibilities.

Member Keleher stated that he would like to see improvement to the downtown service area map and evaluate increased cleaning frequencies in high-traffic visitor areas and before major special events.

Mr. Kelly stated that Public Works and Swept Away will be invited to attend the August or September TAC meeting to review contract performance, discuss service expectations, and receive Committee feedback. He added that staff will continue coordinating with Public Works regarding downtown maintenance responsibilities and future contract improvements.

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

D. Presentation & Discussion Regarding Current State of the Tourism and Economic Development Departments with City Manager Dallin Kimble.

City Manager Dallin Kimble provided an overview of the current organizational structure within the Economic Development and Tourism Department and discussed ongoing recruitment efforts for the Economic Development Director position. Mr. Kimble explained that once the Director position is filled, staff intends to move forward with filling the vacant Tourism Coordinator position to provide additional administrative support and allow staff to focus more strategically on destination sales, industry partnerships, and tourism development initiatives. Mr. Kimble also reviewed the city's current destination marketing strategy and discussed the ongoing Request for Statements of Qualifications (RSOQ) process to procure professional destination marketing services. He explained that the city is seeking a qualified agency capable of providing integrated marketing, public relations, digital advertising, social media management, branding, and performance reporting in support of both Tourism and Economic Development.

Member Christensen asked if the Economic Development Director position would be in place soon and how the Tourism roles would support each other once the Director is in place.

Mr. Kimble stated that he hoped to make an offer this month and then estimates about 4-6 weeks for the new Director to start. He added that department structure would be evaluated once the Director is in place.

Member Dawson stated the importance of selecting a marketing partner capable of providing measurable results and maximizing the return on tourism marketing investments, and commented that Front Burner Media was a key consultant that has always had a positive impact on Tourism and should always be considered in future decisions.

Mr. Kelly also stated the importance of maintaining the city's Destination Marketing Organization (DMO) affiliation with the Arizona Office of Tourism. He mentioned recommendations from Front Burner Media for consultants that could also handle FAM groups, AOT Coop integration and conference representation.

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

E. Presentation & Discussion Regarding Tourism Grant Review and Award Selections.

Mr. Kelly reviewed the FY2027 Tourism Grant Program and discussed the evaluation process for the (28) grant applications submitted for Committee consideration. He explained the scoring procedures, evaluation criteria, and timeline for completing the Committee's review and scoring, and reminded the Committee that a motion for approval was needed.

MOTION BY MEMBER KLINE TO APPROVE TOURISM GRANT AND AWARD SELECTIONS; SECONDED BY MEMBER KELLERMAN: PASSED (10 - 0).

4. UPDATES & ANNOUNCMENTS FROM STAFF

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

Airport Marketing, Communications & PR Coordinator Lillie Putman provided an update regarding operations at Prescott Regional Airport. Ms. Putman reviewed recent passenger activity, airline operations, and several capital improvement projects currently underway or in various stages of planning. She reported that April 2026 enplanements totaled 2,769 passengers, representing approximately a 26 percent increase over April 2025, while March passenger activity and airline load factors remained consistent with recent operating trends, and discussed operational challenges experienced by commercial carriers throughout the spring, including weather-related delays, maintenance issues, air traffic control restrictions, crew availability, aircraft weight and balance limitations, and late arriving aircraft that affected scheduled service to Denver and Los Angeles.

Ms. Putman also reviewed several airport capital improvement projects currently underway or in design, including south ramp crack sealing and seal coating, terminal parking lot restriping and signage improvements, Phase I hangar development, Taxiway Foxtrot realignment, planning for the future Aircraft Rescue and Fire Fighting (ARFF) and Snow Removal Equipment (SRE) Operations Facility, north ramp development, southwest ramp reconstruction, vehicle service road improvements, and additional parking to accommodate future airline growth and expanded commercial service. She also reported that Prescott Regional Airport recently hosted the Arizona Airports Association Conference with record attendance and highlighted the airport's continued growth and increasing activity within Arizona.

Member Christensen requested additional information regarding passenger feeder markets utilizing the Denver and Los Angeles routes to better understand visitor origin markets and travel patterns.

Ms. Putman stated that she would include that info for reporting next meeting.

Mr. Kelly reviewed Tourism performance utilizing Datafy, STR, CoStar, and Google Analytics. Mr. Kelly reported that March visitation totaled approximately 92,888 trips, generating 199,533 visitor days with an average length of stay of 2.1 days. Estimated visitor spending during March totaled approximately $12.7 million, representing an increase of approximately 48.7 percent over the previous year, while hotel revenue increased approximately 15.7 percent to $5.48 million.

Mr. Kelly also reviewed lodging performance, reporting March occupancy at 68.48 percent, while comparing Prescott's lodging performance with surrounding communities including Flagstaff, Sedona, Prescott Valley, Kingman, and Cottonwood. He explained that the Department's new integrated multi-city comparison report will continue to evolve by combining STR, CoStar, and Datafy information into one monthly report beginning later this year.
Mr. Kelly continued with a review of Experience Prescott's Google Analytics, reporting approximately 40,000 active website users during April compared with approximately 13,000 active users during April of the previous year. Website activity generated approximately 264,000 user events, with paid social media continuing to produce the largest source of website traffic followed by organic search, direct traffic, and referral traffic.

Economic Development Manager Tricia Lewis provided an update regarding current Economic Development initiatives and Department activities. Ms. Lewis reviewed ongoing recruitment efforts for the Economic Development Director position and discussed continued collaboration between the Economic Development and Tourism Divisions to strengthen destination marketing, business recruitment, and community development efforts. She also reviewed the city's ongoing Request for Statements of Qualifications (RSOQ) process for destination marketing services. She explained that the city is seeking a qualified agency capable of providing integrated branding, marketing, public relations, digital advertising, and destination management services supporting both Tourism and Economic Development initiatives. Staff advised that responses would be evaluated following the June 4 submission deadline and that additional information would be presented to the Committee at a future meeting.

Recreation Supervisor Ryan Harlow provided an update regarding Recreation Services programming, community events, and park improvement projects. Mr. Harlow reviewed several upcoming community events, including the Broken Board Skate Jam scheduled for May 23 at Mike Fann Community Park, Moonlight Movie Night at Granite Creek Park on June 12, the return of Moonlight Movie Night at Watson Lake on July 17, and preparations for the city's Fourth of July Freedom Festival at Pioneer Park. Mr. Harlow discussed Recreation Services' efforts to improve community programming by bringing several special events back under city management, allowing staff greater flexibility to improve organization, scheduling, and overall event quality. He also reviewed ongoing improvements to the city's recreation and events website intended to improve communication regarding community events, park amenities, and recreational programming.

Mr. Harlow concluded with updates regarding several park improvement projects, including continued improvements at Willow Creek Park, enhancements to playground facilities, athletic fields, basketball courts, and other recreational amenities designed to improve the experience for both residents and visitors.

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.

Member Kellerman stated that the 52nd Annual Phippen Museum Western Art Show and Sale is happening on the Courthouse Plaza on Memorial Day weekend.

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

5. ADJOURNMENT

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

MATT BRASSARD, CHAIR

STAFF LIASON