



**CITY COUNCIL STUDY
SESSION MEETING**

STUDY SESSION MINUTES

TUESDAY, AUGUST 10, 2021, 1:00 PM

201 S. Cortez Street
Prescott, AZ 86303
Council Chambers

Greg Mengarelli, Mayor

Alexa Scholl, Mayor Pro Tem

Steve Blair, Councilman

Phil Goode, Councilman

Cathey Rusing, Councilmember

Steve Sischka, Councilman

Clark Tenney, Councilman

MINUTES OF THE STUDY SESSION OF THE PRESCOTT CITY COUNCIL STUDY SESSION
HELD ON AUGUST 10, 2021, IN THE 201 S. CORTEZ STREET PRESCOTT, AZ 86303
COUNCIL CHAMBERS.

1. CALL TO ORDER

Mayor Mengarelli called the meeting to order at 1:02 p.m.

2. ROLL CALL

Greg Mengarelli Mayor

Alexa Scholl Mayor Pro Tem

Steve Blair Councilman

Phil Goode Councilman

Cathey Rusing Councilmember – attended via Zoom

Steve Sischka Councilman

Clark Tenney Councilman

3. DISCUSSION

A. City Facility Naming Policy Guidelines.

Assistant to City Manager Tyler Goodman provided a presentation to Council regarding an update on staff's research related to policies for naming city facilities. Staff from the City Manager and City Clerk's office reached out to cities and found a variety of policies and practices.

- * Person whose contribution was significant or extraordinary
- * Name engenders a strong, positive image for the community
- * Person is not associated with a religious organization, political candidates or partisan organizations
- * Must have been deceased for certain period of time (1-5 years)
- * Procedures vary from location to location
- * Application process

Some examples from cities included Carefree, Bullhead City and Winslow. At this time staff is seeking direction and guidance from Council on how they would like to proceed with a potential policy.

Councilman Blair commented that he feels a decision needs to be made whether the naming of a facility will need to wait until after the individual is deceased or not. He also feels that parks, trails and other areas should also be considered.

Councilmember Rusing commented that the goal should be the whole community honoring the individual, doesn't feel the person has to be deceased but should be retired or over a certain age and should be a resident of Prescott or the immediate surrounding area.

Councilman Sischka asked if the significant or extraordinary contribution is specific to the city in which the facility is named.

Staff confirmed.

Councilman Sischka also commented that it might be good to consider naming a facility before a person has passed because once they are gone they no longer care.

Councilman Goode commented that a significant contribution that is clear to be recognized doesn't necessarily require that the individual be deceased to be honored, but some period of time should pass before the naming occurs.

Mayor Pro Tem Scholl stated that her preference is the policy be that facilities aren't named after people because it could be controversial, there are other ways that could be used to recognize leaders and people who have significantly contributed to the community.

Councilman Blair added that typically roads have been named after people, but these types of processes should be vetted through the Council. He echoed Mayor Pro Tem Scholl's comments regarding potential controversies in naming facilities after people.

Mayor Mengarelli asked if staff discovered anything that other communities are doing related to "walls of fame" or something similar rather than naming facilities. He stated that he has seen similar tributes with a bit of information regarding the specific person which was a nice touch.

City Manager Michael Lamar stated that he has seen and done that in other municipalities.

Councilmember Rusing stated that she would like to see the word "facility" expanded to include parks, rooms and more. She believes members of the public should submit applications and Council should conduct a study session first regarding each application.

Member of the public Jeri Smith Fornara addressed Council and stated that previous naming's have been a big mistake. This type of thing should go to the voters in the city and not just the Council, one

of the biggest issues was the Rolle Simmons Adult Center and how that was done. She added that it doesn't matter if a person is dead or alive.

Member of the public Elizabeth Bourgault addressed Council and stated that she has been working for years to raise awareness about Major Frank Shiel and he is the type of person that should be considered in facility naming.

Mr. Goodman recapped Council's comments for items to focus on while creating a Policy to be returned at a future meeting, including:

- * the person should be local
- * all property
- * the person doesn't have to be deceased
- * there needs to be an application process for Council review
- * possible comment period
- * consideration of a wall of fame concept

Councilman Goode added that hall or wall of fame is something that should be included and could be in addition to some of the more important recognitions.

Mayor Pro Tem Scholl stated that this makes her think of being a Truman Scholar, she wouldn't know as much about him if she wasn't part of that process and it is important to think about what will reaffirm the legacy of the person we are trying to honor.

Councilmember Rusing echoed other Council comments in support of a wall of fame idea.

This item was for discussion only, no formal action was taken.

B. Creative Concept for 2021 Economic Development & Business Tourism Marketing and Advertising Campaign.

Tourism & Economic Initiatives Manager Ann Steward introduced staff from the Heart and Soul team who have been working on the creation of the city's business tourism campaign.

Heart and Soul Chief Creative Officer Matt Moore provided a presentation regarding the creative campaign they have designed for the City of Prescott. Main focus was to create a campaign to attract businesses and increase economic development in Prescott and leverage tourism assets as an attractor. Conducted discover sessions and came up with over thirty pages of analysis and research to put the concept together. Tremendous amount of strengths to build on for Prescott.

The concept is "Business Unusual" and they believe this campaign will get a lot of attention. It will be introduced in three phases and over the next several weeks their staff will be in the area putting things together and finalizing the materials.

Councilman Blair thanked Heart and Soul for their work in creating the concept for the community.

Mayor Mengarelli echoed Councilman Blair's comments and added that he thinks this is great content and the testimonials are very aptly chosen.

Councilman Goode stated that he finds this concept fitting for Prescott.

Mr. Moore responded that there are so many hidden gems in Prescott and so many things people don't know about here. These types of campaigns are about managed and smart growth for the communities they serve.

Councilman Sischka asked if updates will be done to the city website.

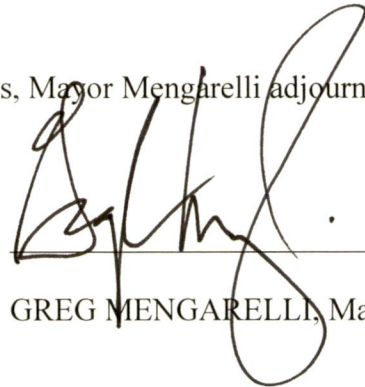
Ms. Steward stated that Heart and Soul will be revamping the Economic Development website which is in need of an overhaul and will be done in a strategic way.

City Manager Michael Lamar added that he was one of the proponents to the testimonials because so much of this business relocation is word of mouth. Important to have people tell the story of why they came here.

This item was for discussion only, no formal action was taken.

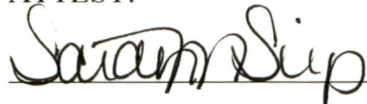
4. ADJOURNMENT

There being no further business to discuss, Mayor Mengarelli adjourned the meeting at 1:45 p.m.



GREG MENGARELLI, Mayor

ATTEST:



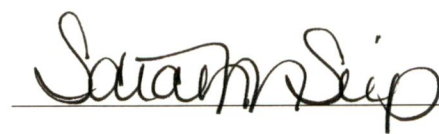
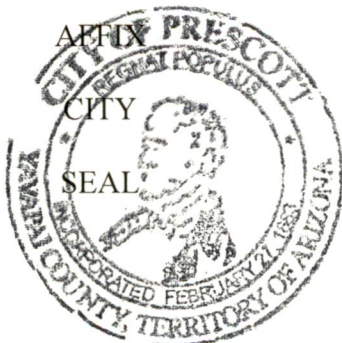
SARAH M. SIEP, City Clerk

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CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council Study Session of the City of Prescott, Arizona held on August 10, 2021. I further certify the meeting was duly called and held and that a quorum was present.

Dated this 25 day of August, 2021.



Sarah M. Siep, City Clerk