

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF TUESDAY, MARCH 17, 2009
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON TUESDAY, MARCH 17, 2009 IN THE CITY MANAGER CONFERENCE ROOM AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

1. Call to Order

Chairman Gilliss called the meeting to order at 9:02 a.m.

MEMBERS PRESENT: Chairman Gilliss; Councilman Bob Bell (arrived at 9:43 a.m.); Nancy Burgess; Deborah Thurston (arrived at 10:00 a.m.); Dr. John Langellier, Elisabeth Ruffner, Lindsey Mills (arrived at 9:09 a.m.); and Patti Ezell.

MEMBERS ABSENT: David Maurer.

GUESTS PRESENT: Kim Kapin; Becky Garvin; Liz Burke.

2. Approval of Minutes of the February 9, 2009, Committee Meeting

Recommended changes to minutes: Change title of document from "agenda" to "minutes"; correct spelling of Langellier and Gilliss.

LANGELLIER MOVED TO APPROVE THE MINUTES OF THE FEBRUARY 9, 2009, COMMITTEE MEETING AS AMENDED; SECONDED BY BURGESS; PASSED UNANIMOUSLY.

Brief discussion was held on the need for a larger meeting space. After some schedules were checked, it was agreed that future meetings would be held at 1:00 p.m. on the third Monday of each month in the Prescott City Council Chambers. Burke was asked to contact members not in attendance to determine if that time worked for them.

Mills arrived at this time.

3. Revision and possible approval of Committee's Mission Statement (General Discussion)

Chairman Gilliss asked members to review the draft Mission Statement and the following suggestions were made:

- ▶ Second paragraph, delete “The above will be accomplished” and replace with “These goals will be accomplished”
- ▶ Proper name of the “Arizona Centennial Commission” to be changed to “Arizona Historical Advisory Commission”
- ▶ Change “bed tax” with “transient occupancy tax”
- ▶ Remove “as possible” at the end of the statement
- ▶ Include the new Resolution No. at the top once adopted

WITHOUT OBJECTION, THE COMMITTEE APPROVED THE MISSION STATEMENT AS AMENDED.

MISSION STATEMENT

To identify and assist with development and implementation of City Council approved, enduring and educational Legacy and other projects and events which highlight the Arizona Centennial by showcasing all parts of the City’s growth and development, from its rich, historic frontier beginnings to the 21st century.

These goals will be accomplished through: 1) making available through a City website, a master calendar of and information about citywide events; 2) maintaining a continuous liaison with both the Yavapai County Centennial Committee and the Arizona Historical Advisory Commission; and 3) providing meeting space as available and funding support as approved by the City Council from the Prescott Transient Occupancy Tax, plus obtaining assistance and funding from the Arizona Historical Advisory Commission.

Ruffner indicated that she plans to attend the Arizona Historical Advisory Commission meetings in Phoenix and will report back. She had contacted Ken Bennett when he became Secretary of State to suggest that someone from Prescott be appointed to the Commission, but she has not heard back from him.

Ruffner presented a “Courier Book Project Timeline” from a prior project and suggested that it be included in the founding documents for circulation to all members.

4. Report on County Centennial Committee Meeting (Barbara, Elisabeth, Nancy)

Chairman Gilliss reported that she attended her first County meeting on February 23. She said that Chairman Sterling reviewed the County Centennial Committee’s mission statement to 1) increase awareness; 2) encourage other groups and 3) select a project. Chairman Gilliss said that the City’s committee needed to define their own mission because they are part of the County.

Burgess said that she did not see it that way. The County’s main goal at this point in time is to serve as a clearinghouse. She said that they will have a wonderful website, for which she just scanned 100 photos, for use in a “then and

now" presentation. She said that they want to advertise every single Centennial event taking place within the County so that a tourist could visit one site to see everything going on in the County.

Burgess said that the County is also charged, according to the county manager, with a minimum of one Centennial project. They have talked about different ones and ones that different communities are doing. She said that the City's committee had two things to do: 1) make sure that all of the City's information goes to the County so it can be included in their website and 2) create its own "sub" website with City Centennial things, to be linked to the County's site.

Mills said that they need to be more aggressive with presentations made at Chamber meetings, service organizations. She said that they would not be the ones putting the projects together, but rather firing their imaginations.

Chairman Gilliss asked Mills to hold that discussion to Item 10. She is concerned that if the County is beginning to advertise for projects that the business will go to them rather than the City. Burgess said that has not been clarified. Ruffner said that she did not believe there can be too much exposure. All agreed that the City's website is already together so they need to be ready to put City Centennial material on the City's website. It was suggested that the City's site be linked to the State's Committee's site as well.

Ruffner suggested that every time they speak with someone regarding a project that they consider they are starting from scratch. She said that the City and the County may each only do one project, but they should talk about the Centennial in everything they do.

Burgess reported that the County has been asking for ideas for possible projects, but the #1 project floating to the top is a State Centennial Postage Stamp. Her understanding is that the process is underway. Ruffner reported that it was mentioned two years ago. The State Commission has exchanged information and it will be brought up at their next meeting.

Burgess said that to go with that the City should have a First Day Cover. Ruffner said that should be their first goal. Discussion was held on having design competitions for the postmark for the First Day Cover.

It was agreed that Mills would head up a subcommittee to put together some ideas for competitions to design the postmark for the First Day Cover and as soon as they hear back from Ruffner on the stamp, they could move forward. It was suggested that Frank Sente be asked to participate in the subcommittee.

It was noted that the Mayor had sent a letter to the Governor requesting that Prescott be designated as The Arizona Centennial City, so if that was to occur the cover could say "Prescott: The Arizona Centennial City."

Burgess suggested that the competition within the schools would need to occur while school was in session. Gilliss asked Kapin if he was willing to be part of the committee. Kapin said that his strong points are going to be overseeing the website and doing video productions, which could be put on Access 13. Mills said that from a production/promotion standpoint, she would like to see them oriented toward signature events going on in Prescott, highlighting different activities.

5. Report on status of Committee Advisory Members:

a. Response by current members (Elisabeth)

Discussion was held on the role of the advisory members. Burgess reported that the Mayor's intent was to have the advisory members be aware of the meetings, receive the agendas/minutes, and attend if they wish, but not be required to. They would await any direction from the Committee.

b. Possible additions to membership (Bob)

Councilman Bell arrived at this time. He reported that he had a request from Don Shaffer to be a member on the Committee and he had discussed it with the Mayor. The Council meeting agenda now includes an agenda item to change the membership on the Committee from 9 to 11 members, with appointment of Mr. Shaffer, leaving one available seat for someone else that may be appointed in the future.

Discussion was held on the purpose of the advisory members and numbers needed on the Committee. Ruffner said that she preferred to keep the membership number at nine.

It was noted that the Council would be voting on changing the membership to 11 at its meeting later in the day. Chairman Gilliss asked members to give some thought to someone else that might fill the 11th spot on the Committee.

6. City of Prescott theme/focus for centennial celebration: Legacy and other projects (General Discussion)

Chairman Gilliss said that the Committee had previously discussed the idea of a theme and logo, and also talked about the "then and now" concept.

Ruffner said that in 1963 the Arizona Historical Society celebrated in Prescott the creation of the Territory, and at that time they published a booklet which was broadly distributed. She suggested that they consider such a booklet. She said that they need to keep thinking of themselves of "where it all began." She said that the Prescott Preservation Commission will be communicating to the Arizona

Preservation Foundation an invitation to hold their meeting of 2012 in Prescott. They should center everything they do on celebrating the physical properties available from 1863, because they are still there, such as the Governor's mansion.

Further discussion was held on the theme "where it all began" and how it could still tie in with "then and now." Langellier said that there is talk of them returning to have the Executive/Judicial meeting in Prescott in February of 2014.

Chairman Gilliss said that if that is going to be their theme, they should consider all of the ways it could be used. Ruffner said that when the Enabling Act was signed in 1910, the Fourth of July Celebration was held for three days, when they planted the current Statehood Tree, and they have got to plan to do something with the Rodeo in 2010.

Thurston arrived at this time.

MILLS MOVED TO ADOPT THE THEME "PRESCOTT: WHERE IT ALL BEGAN"; SECONDED BY LANGELLIER; PASSED UNANIMOUSLY. It was generally agreed that the term "then and now" would be used in addition, as appropriate.

Discussion of a logo was held and it was agreed that with the need to get one developed quickly it could be done in-house. It was agreed that Burgess, Kapin and Garvin would work together to develop a logo.

7. Review and update re current funding status and funding sources for 2010 (Nancy)
 - a. State and City

Ruffner reported that Jim Garrison with the State had told her that the \$2.5 million account with the State for the Centennial Celebration had been swept, and the remaining \$450,000 is being requested by John Driggs to be used for the State Capitol renovation. She said that based on these activities, they should not count on any funding from the State, but she would encourage organizations to make application for an Arizona Legacy Project designation which would put them on the State list, even if there is no funding available.

Burgess reported that in order for the City to fund anything, it would need to be approved by the Council. She noted that they have lost one-third of the staff in their department.

b. Preservation Commission

Burgess reported that the Commission has nothing other than \$600 for awards and honorariums, which is done every May for Historic Preservation Month.

c. Local sources such as PACT, PDP

Burgess said that there are local sources and they need to have people that want to do projects look into those. She added that at their March meeting the Prescott Preservation Commission adopted goals and one was to continue to pursue the possible designation in some way of the Rodeo Grounds as a historic site. Ruffner said that could be done at the master plan level which is on its way, but it depends on when the Council funds the master plan action.

Ruffner said that they should identify the museum at the Rodeo Grounds as a project as there is a small State grant available (\$2,000) that could possibly pay for electrical service. Chairman Gilliss said that they need to include the rodeo organization on the list to receive communiqués. Mills said that the Foundation is a separate entity from the Rodeo Days, Inc. and it depends on how they want to set it up. She said that those are things that need to be ironed out. Burgess noted that she had spoken with the President of the Rodeo this week and he was working on historical information.

Mills said that the problem with the local sources is that they are going to be challenged as well. The first area cut is advertising and promotion. She said that PACT is funded some from Arizona Office of Tourism and they are facing their own challenges, and they also receive a piece of the bed tax which is down. Chairman Gilliss said that they all need to be aware of local sources and steer people in those directions.

8. Discussion and possible decision re City Kick-Off Celebration (Elisabeth)

Chairman Gilliss suggested that this item be tabled as some ideas had been given for consideration. It will be added to the agenda each month and gradually a date will be set.

9. Identification of groups to receive centennial information/invitations to participate (General Discussion)

a. List of recipients

Chairman Gilliss circulated a mailing list of organizations/people to be informed about the process. She asked that each member look over the

list and make any additions/corrections. She will maintain a master list and get it to Burke. She said they will need the Chairperson's name of each and their address. Ruffner noted that the Chamber of Commerce has a good list that they may want to use, and also the County Committee has put together a list.

b. Contents of letter plus feedback form

Discussion was held on what type of information should be included in the letter and a possible form to be completed. It was noted that the sample form presented was developed by the County more for those submitting projects for consideration, but projects will not be submitted to the City Committee. It was suggested that the letter provide information to the groups and give them ideas on how to do their own projects.

Mills voiced concern that the direction of the committee had strayed from where they started. The original goal was to get the City designated as Arizona's Centennial City and they would have a wonderful event using downtown and the three branches of government, with the County being the umbrella. She said that it appears that they are duplicating efforts and she would like to see the Committee do some important things.

She said that they had talked of PACT creating commotion for Prescott and the City being used for a gathering point. Langellier said that the County will be the one with the one big calendar, but they want Prescott to be the Centennial City. Mills said that they could have a half dozen themes based on activities unique to the area, such as Christmas, Fourth of July Rodeo, Cowboy Poetry, Art, etc. She said that they could expand those, focusing on the Centennial, rather than getting into a lot of other events.

Burgess said that is their main goal; they do not need to reinvent the wheel. They should be promoting the Centennial on the website, but they do not need to be the clearinghouse as the County is already doing that.

Chairman Gilliss asked if they need to have the groups in the City made aware of the activities. Burgess said that they do need to send a letter to get the ball rolling as most groups are not aware, but let them run with it individually. The Committee does not need to worry about receiving a response from the groups, but they can let the County know of any activities they plan.

Langellier said that if it was going to be a year-long celebration, they could select 12 events, from "then and now," and capitalize on those events.

Thurston asked if there would be anything wrong, down the road, with the Prescott Area Arts and Humanities Council having a Centennial page for their members. The Committee agreed that would be a great idea and they could link with PACT, the City and County.

Ruffner said that every time they have something at the Elks, and elsewhere, they could try and make it a statehood event. They could get the Mayor to issue proclamation for Prescott: The Arizona Centennial City.

Chairman Gilliss asked each member to be thinking about the kinds of things they could do for the kick-off and monthly, and bring them to the Committee each month for discussion.

Ruffner also presented a list of significant dates that had been prepared in the past for another event and suggested that it be made available with the letter to provide further information to the groups, and Burke was directed to get a copy to each member of the Committee.

c. Record keeping

See above.

d. Response mechanism

See above.

e. Response from Kevin Kapp (Nancy)

Burgess reported that she had talked with Kevin Kapp, School Superintendent, and he was not enthusiastic, but would contact the principals of the schools. She told him that if there was anything needed they would be glad to do it. She said that she would add the principals of each school to the distribution list. She thought the teachers would be interested in doing projects with the students.

Chairman Gilliss said that based on the discussions she would draft a letter, including the attachments, and will bring it back to the next meeting for review. Langellier said that it would also be good to review the logo, and perhaps it could get out early for everyone to look at and edit.

10. Discussion re need for Dissemination of Information plan (General discussion)

It was agreed that this item was a little premature. It will go on the next agenda.

a. Media:

- i. Print
 - ii. Radio/TV
 - iii. Web sites (City, County, Chamber of Commerce, other)
 - b. New foci:
 - i. Committee actions
 - ii. Centennial info: dates, theme, ground rules, etc.
 - iii. Reports re participation, events, etc.
11. Date of next meeting / Adjournment
- The next meeting was scheduled for Monday, April 20, 2009, at 1:00 p.m. in the Prescott City Council Chambers.
- Without objection the meeting of March 17, 2009, adjourned at 10:40 a.m.

Barbara Gilliss, Chairman

Lindsey Mills, Secretary