

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF MONDAY, JUNE 15, 2009
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, JUNE 15, 2009 IN THE PRESCOTT CITY COUNCIL CHAMBERS AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

1. Call to Order

At 1:00 p.m. a quorum assembled and the meeting began at 1:07 p.m. at the completion of Ms. Ruffner's PowerPoint presentation (which began at 12:45 p.m.).

MEMBERS PRESENT: Chairman Gilliss; Councilman Bob Bell (left at 1:16 p.m.); Nancy Burgess; Deborah Thurston; Dr. John Langellier (arrived at 1:21 p.m.), Elisabeth Ruffner, Don Shaffer (left at 1:16 p.m.) and Dave Maurer.

MEMBERS ABSENT: Lindsey Mills, Patti Ezell.

STAFF PRESENT: Liz Burke.

Chairman Gilliss noted that Langellier had informed her that he would be arriving late.

2. Approval of the minutes of the May 18, 2009 meeting

The minutes were accepted as circulated.

Chairman Gilliss announced that Member Shaffer had requested that Item 5 be addressed first to give him time to make his report on that topic before he had to leave for another appointment.

5. Progress on Community Contact List (Shaffer)
– Recommendations for groups to be contacted (All)

Shaffer reported that he and Helen Wright had established a way of collecting e-mails and addresses, which they will be working on every day. He said that a question has been raised as to how far throughout the community they should go, as some of the groups in the community cover more than just the City of Prescott boundaries.

It was discussed and suggested that Mr. Shaffer focus on Prescott and work with Bev Staddon with the County committee so there is some communication back

and forth with them. Chairman Gilliss will request an agenda item on the next County Committee meeting to discuss coordination of community contacts and will notify Shaffer of that meeting.

Shaffer also reported that over the last weekend the Lions Club had a pancake breakfast with approximately 200 Lions in attendance, and that their 2011 Pancake Breakfast will be directed toward a Centennial theme. Chairman Gilliss noted that this is a good example of what the committee is trying to accomplish.

Shaffer and Bell left the meeting at this time.

3. City Logo Update (Garvin)

Burgess reported that nothing had been presented to date.

4. Meeting re Dissemination of Information (Garvin, Gilliss)

Chairman Gilliss reported that she has had difficulty getting any commitment from the newspaper for reporting on the committee. After some discussion Chairman Gilliss said that she would attempt to contact Ben Hansen and/or Tim Wiederaenders, and would submit a press release.

6. Discussion with Ken Bennett and Steve Pierce re City Designation (Gilliss)

Chairman Gilliss reported that she had the opportunity to speak with both Secretary of State Bennett and Senator Pierce regarding the request to designate Prescott as Arizona's Centennial City. Senator Pierce was enthusiastic about the project. Secretary Bennett said that the request was on his desk, but that he was not sure to whom to submit it for maximum impact.

Ruffner said that she received information verbally, through the local Governor's Representative Virginia Turner's Office that the request for City designation needed to go through the Centennial Commission, and that it might be submitted as a Legacy Project.

Langellier agreed and supported that approach as a good plan. The committee agreed and recommended submitting the request to the Arizona Historical Advisory Commission for approval and designation as a Legacy Project

Burgess said that it is important that the application have Bennett's support, and that it be cleared with him. The committee also recommended that Secretary Bennett be contacted to let him know what they plan to do. It was agreed that he would probably support such an action. Langellier reported that Secretary Bennett would be at Sharlot Hall Museum's annual meeting, and he and Gilliss

agreed to try to get Secretary Bennett's feedback on the Legacy approach at that time, including his interest and ability to take the project forward through AHAC.

Chairman Gilliss asked Burgess if she would be willing to put together what she had already done to make it a Legacy Project, if Secretary Bennett agreed with that approach, and Burgess stated that she would

7. Review of Committee Submittals for City Legacy Projects (All)

Chairman Gilliss asked if there were suggestions for Legacy Projects, and the following ideas were discussed.

- a. Langellier reported that Larry Beel, a former LA Times photographer, has suggested restaging the Governor's ride from Chino Valley to the Mansion, as a trail ride, and making it an annual event. Langellier said that if the Committee were interested, he would be glad to ask Mr. Beel to further explore the project. Ruffner suggested that Mills might be interested in being involved in such a project and Langellier agreed to ask her.

Discussion was held on the date that the original ride occurred. Langellier said that the group would research the exact date and ask Beel and Mills to work on it. He said that Sharlot Hall Museum could probably assist with costumes, and perhaps there could be workshops on how to make their own costumes.

Burgess added that, through Sharlot Hall Museum's Living History Program, a three-fold brochure on examples of the men's, women's and children's costumes worn at the time of the ride might be put together and Langellier agreed to explore the idea.

Ruffner suggested getting Chino Valley residents involved, having them focus on the group's departure and having Prescott participants focus on the arrival. It was suggested that the Chino Valley Chamber of Commerce and the Chino Valley Historical Society would be good resources. Langellier added that having other communities involved is good for promoting a Legacy Project.

- b. Ruffner reminded the committee of their prior discussion about having a brochure on Whiskey Row that could be distributed through businesses, the Chamber, City, etc. She suggested that perhaps the City could pay for printing and development of CD's. She offered to put the history information into someone's hands for that purpose. It was agreed that this project would be unlikely to meet the criteria for a Legacy Project, and Burgess noted that the committee would need to check into whether the

City could do the printing. Ruffner said that she would figure out a way for it to happen and agreed to report back next month.

Thurston asked if the committee were looking at developing one Legacy Project or several. Chairman Gilliss responded that she did not believe they had answered that yet. Thurston added that it was her assumption that there would be just one, and noted that some good ideas were suggested at the last meeting.

Burgess reminded the committee that it is required to produce at least one Legacy project at some point and suggested that some of the ideas that have been brought up will have to be passed on to other agencies. She stated that the committee does not need to limit its projects to one, but it does need to be careful not to bite off more than it can chew.

- c. Thurston reminded the committee that Maurer had a good idea at the last meeting regarding Whiskey Row. Maurer continued that visitors commonly ask such questions as, "Where is Whiskey Row?" and "What is it all about?" He recalled that the committee had discussed trying to restore the look of some of the buildings. Ruffner cautioned the committee members that restoration is very tricky.

Maurer noted that he had raised the idea of Whiskey Row restoration before. Burgess said that she thought it was a good idea and that she gets a lot of calls about it as well. She noted that the contrast between Whiskey Row before the fire and after the fire is of high interest as people like to see the changes in the architecture. She said that a flier could be designed to illustrate the contrast, and that there are great photos from which to choose.

Chairman Gilliss asked if perhaps the Chamber would like to make the focus on Whiskey Row their Legacy Project. Maurer said that they were looking more into addressing the Courthouse Lighting as their signature event. Chairman Gilliss asked Maurer if he could explore the possibility with his Board, or perhaps the Prescott Downtown Partnership Board, and Maurer said that he would look into it from many angles.

- d. Related ideas were also discussed. Thurston suggested publishing a book to sell as a Legacy Project, noting that at the Phippen Museum books are big selling items. Ruffner suggested the possibility of using the less expensive alternative of developing a video or disk, rather than publishing a book. Langellier added that a video of Prescott might be developed, with Whiskey Row as a subchapter. Thurston volunteered to contact Access 13, to see if they might be interested, perhaps in doing the project as a fundraiser.

- e. Chairman Gilliss referred the committee to a project description she had circulated regarding publishing of a series of articles or stories to be compiled into a book. She stated that if the Committee were interested in the concept she would explore it with the Courier, perhaps interesting them in doing it as their own Legacy Project.

Thurston commented that she thought the Courier would be interested. Chairman Gilliss explained that such a project would need to be edited by someone, for language and validity, so it would take some involvement by a historian as well as a publisher. She offered to contact the paper to see if they had any interest.

Langellier stated that he thought they might have an interest, but that they might not have the column space. Ruffner suggested that there would be no cost to having essays placed on the City's website.

A discussion followed regarding the use of electronic media, specifically web-sites, to publish such a project and to market other projects.

Burgess circulated a map of approved Arizona Legacy Projects done by Jim McPherson, President of the Association of Arizona Historic Preservation Advocates, and suggested that this document might give our committee some ideas for web use. Ruffner noted that Mr. McPherson does marketing for the Flinn Foundation and that this is a good example of getting free support from major corporations for marketing Centennial events. She inquired about the possibility of having McPherson's report on the City website, and Burgess agreed that it could be linked.

Ruffner also inquired about the possibility of having a "piece of Prescott history" document posted on the City's website every month. Burgess responded that it would not be difficult but that the City website was not currently set up for it. She mentioned that City staffer, Cat Moody, would be the person to contact and that Ms. Moody had attended a workshop on using modern media for marketing Centennial project. Burgess noted that the County is establishing a separate Centennial web site and suggested that the City might do the same.

Burgess also noted that Embry Riddle is on the cutting edge of media technology and that she has a contact there who might be willing to help. It was generally agreed that the committee should pursue the prospect of media marketing for Centennial events and that, should the Courier not be interested in the short story project, Embry Riddle could be approached about that project as well as others.

8. Arizona Historical Advisory Commission Meeting: (Langellier and All)

– State Stamp: Progress; Plans for unveiling and issuance?

Langellier reported that, in response to the committee's request to find out more about the stamp and first day covers, and since the Arizona Historical Advisory Commission is not involved, he contacted the Governor's Commission. They told him that they would keep him in the loop. He will calendar their meetings on his computer and, as requested by Chairman Gilliss, will forward forthcoming information to committee members. He will begin by forwarding to Burke and asking her to include with circulation of this meeting's minutes to committee members, the letter from Governor Napolitano that applied to the USPS for the stamp.

Burgess asked that a copy be sent to the County as well, as they have been actively pursuing similar information. Chairman Gilliss said that she has a copy of the Napolitano letter and would forward it to the County.

Chairman Gilliss asked Langellier if he thought there was a chance that the stamp unveiling could occur in Prescott. Langellier replied that since they did have someone locally that was familiar with the process, they stood a good chance.

– Impact of 5/26/09 Courier article re funding; response?

Chairman Gilliss stated that the City Committee needed to have the community become aware of its existence, particularly since the Courier article came out stating that there is no money available to support Centennial projects. She reported that she had contacted Garvin, who in turn contacted Cindy Barks, but that there has been no progress made toward getting the word out. She added that now there are events in Phoenix, for example, that are being publicized, and that it is becoming more important for the local community to know that the City committee is here. She stated that she would see what she could do to impress on the Courier the need to get the word out.

Ruffner asked if the State Centennial Committee has listed the Prescott's Centennial Committee on its roster and noted that the County committee is listed. Langellier said that he did not know, but he would suspect that the answer was "no". Langellier said that he would send Karen Churchard a note and ask that this committee be included on their list. Ruffner said that it should come from the Mayor. Chairman Gilliss said that she would draft something for the Mayor's signature.

Maurer suggested that the chairman also make a presentation to the Council. Gilliss agreed to schedule a presentation, and it was generally agreed that

quarterly reports should be made to the Council. Gilliss agreed to schedule them.

– Report on April 25 AHAC Workshop (tabled from 5/18 meeting)

Ruffner reported on the Arizona Historical Society workshop that was held in Prescott on April 25. She said that all of the work she sees done has been done by SRP employees, to further the interests of the State in a celebration. She suggested that perhaps our committee could get APS involved, with one of their public relations people to help on a local level.

– Continued discussion re City celebration dates – in relation to stamp release and State plans (tabled from 5/18 meeting)

Chairman Gilliss suggested that as events come up during the year, members should make a note of them for the committee and should encourage sponsoring groups to incorporate a Centennial theme into their plans for the centennial year.

Thurston said that once our committee is ready to release information to local groups, she would forward it to the arts community.

Ruffner reported that Prescott College will have their Arizona Living History Celebration on August 22, 2009, and she would mention to everyone there that the City and County committees exist. She said that if we have a statement ready by that time, she would like to tell them what we are doing.

9. Next Steps (All)

10. Adjournment

There being no further business to be discussed, the meeting of the Prescott: Arizona's Centennial Committee held on June 15, 2009, adjourned at 2:28 p.m.

Barbara Gilliss, Chairman

Lindsey Mills, Secretary