

PRESCOTT: THE ARIZONA CENTENNIAL  
CITY COMMITTEE  
MEETING OF MONDAY, JULY 20, 2009  
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, JULY 20, 2009 IN THE PRESCOTT CITY COUNCIL CHAMBERS AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

1. Call to Order

Chairman Gilliss called the meeting to order at 1:00 p.m.

MEMBERS PRESENT: Chairman Gilliss; Nancy Burgess; Deborah Thurston (arrived at 1:06 p.m.); Elisabeth Ruffner, Don Shaffer; Dave Maurer; Lindsey Mills; Patti Ezell.

MEMBERS ABSENT: Councilman Bell.

GUESTS PRESENT: Karen Churchill (to replace John Langellier on Committee, from Sharlot Hall Museum); Bill Thompson (ERAU); Susan Schepman, PACT.

STAFF PRESENT: Liz Burke; Becky Garvin; Cat Moody.

2. Approval of minutes of the June 15, 2009 Meeting

MINUTES WERE APPROVED AS CIRCULATED.

3. Guest: Susan Schepman, Director, Prescott Area Coalition for Tourism

- Report on Centennial Information from July AOT Conference

Ms. Schepman reported on discussions regarding Centennial plans which she attended on behalf of the City committee and which took place during the July Arizona Office of Tourism Conference.

Schepman reported that approximately 100 people attended the session, which Karen Churchard, Director, Arizona Centennial Commission, moderated. Ruffner added that the Arizona Centennial Commission is an incorporated body and Churchard is the Executive Director.

Schepard continued that the State has a strategic plan in place for its Centennial and that a new website has been established: [www.arizona100.com](http://www.arizona100.com). She noted that the Commission's goal is for every city/town in the state to participate, and that there is a form available on the website for those that want to join the

Centennial network. In addition, she reported that the state logo has been established.

Schepman stated that the Commission is seeking Legacy Projects and that Prescott has been named as one of the three major locations, along with Phoenix and Tucson, where they expect to see major events. There have been 42 Legacy Projects certified so far and they are listed on the ACC website.

Schepman also reported that the PACT Board has approved hosting a web page on the National Trust Heritage Trail site, which they will be putting together, hopefully with Nancy Burgess's help. She mentioned that the PACT website will be available to host Centennial event information.

Ruffner asked Schepman if she were of the understanding that Legacy Projects were to go through the Arizona Centennial Commission, and Schepman replied that she was, and that she had a copy of the application form.

4. Committee Membership (Gilliss)

- Resignation of Dr. John Langellier, Director, Sharlot Hall Museum
- Introduction of Ms. Karen Churchill, Coordinator of Curriculum & Coordinator of Instruction, Sharlot Hall Museum

Chairman Gilliss reported that John Langellier had tendered his resignation and introduced Karen Churchill, Coordinator of Curriculum for Sharlot Hall Museum, who has volunteered to serve on the committee in his place. Churchill said that she was pleased to be invited and noted that the Centennial is celebrating her history as a native Arizonan. She said she was excited about the opportunities to get various nonprofit organizations involved and working together, and she noted that she had the honor of working for Dallas, Texas for their Quincentennial Celebration in 1992.

Chairman Gilliss said that Ms. Churchill was sitting in as a visitor today, as she has not yet been appointed to the Committee, but the Council Appointment Committee would be recommending her appointment which would take place at the July 28, 2009 Council meeting.

- Need for Vice Chair

Brief discussion was held on the need for a Vice Chairman. Ruffner stated that she had already volunteered to serve in that capacity.

5. Mission Statement Revision (Gilliss)

Chairman Gilliss called the committee's attention to an updated Mission Statement which had been circulated with the Agenda. She explained the

changes and asked for comments. The committee agreed by consensus that the proposed Mission Statement be adopted to replace the previous version.

6. Reports/Follow-Up/Updates

- Request to Tim Wiederaenders for Meeting Coverage (Gilliss)

Chairman Gilliss reported that she had met with Tim Wiederaenders, Managing Editor of the Daily Courier, regarding press coverage for committee meetings. After some discussion he had asked that she forward to him each monthly agenda, and, depending on the issues to be covered, he would determine whether or not to send a reporter. She reported that she had sent him today's agenda; however no one was in attendance from the newspaper. She also noted that she had provided him with a press release re the City committee, and when the County's story came out he included it as a sidebar.

- Report to City Council, 7/21 (Gilliss)

Chairman Gilliss announced that she would be making a presentation to the Prescott City Council at their meeting the next day, July 21, and that her intention was to give City Council members an updated roster, introduce them to Karen Churchill who would also be in attendance at their July 28 meeting for confirmation, invite them to our meetings, and update them on what the City Centennial Committee has accomplished to date.

- County Centennial Committee Meeting, 6/22 (Gilliss)

Gilliss reported that via video hook-up, she had been present at the County Centennial Committee meeting which was held in Cottonwood. The committee previewed their newly designed web site, [www.yavapai100az.org](http://www.yavapai100az.org), which was to be unveiled to the public later in the week. Gilliss noted links to various screens, and she asked the committee to develop a separate link for Prescott events, which they agreed to consider.

Garvin asked if the City was still intending to use the County's website to provide information on Centennial events, instead of the developing it's own. Chairman Gilliss stated that that decision had not been made and asked that a discussion on that topic be deferred until later in the meeting.

The County committee also discussed their State Centennial Stamp project, which included one of the local postmasters who was in attendance. Gilliss suggested a meeting with County members to coordinate Stamp Project plans with the City, and Ann Sterling and Julie Ayers agreed to schedule such a meeting.

The County committee also previewed three logo designs and ultimately decided to post the designs in their web site for a public vote to select one. Garvin reported that she had heard that 43.9% was in favor of A (which includes the caption "Mother of Counties,") so it is anticipated that A will be the logo choice.

Ruffner noted that, should that logo be selected, the shape of Yavapai County as depicted, should be corrected to reflect the actual shape of the county at the time it was the Mother of Counties. She said that she and Chairman Gilliss will bring it up next week at the County meeting.

- City Logo (Garvin)

Chairman Gilliss stated that the whole topic of logos needs to be reviewed and discussed. The committee reviewed the State logo design recently released by ACC, which is encouraging local groups to incorporate it into their own logo designs. Gilliss reported that, since the County had already gone through the process of designing and adopting a logo, County Chairman Sterling stated that they would probably use both logos.

Discussion was then held on development of the City logo. Garvin suggested that having a City design would be useful in getting the local community involved. She suggested asking local graphic artists to submit designs, with the understanding that they would receive recognition but that no award money is available. Thurston said she liked the idea, but suggested that some guidelines be made available.

Burgess thought that the State logo, incorporating "Prescott Celebrates..." could be used for City Legacy Projects but thought the City should have its own logo for general purposes. Maurer said he had no strong feelings one way or the other, but suggested that if we do have our own, it should incorporate the City's Centennial theme, "Prescott...Where it all began." Ruffner suggested that the symbols of Thumb Butte, and a pine tree should appear on the logo. Shaffer suggested including a symbol of the rodeo.

Chairman Gilliss suggested that committee members generate ideas on their own and e-mail them to Garvin by the end of the week. Garvin will then put together some guidelines to be brought back to next month's meeting for further consideration, before asking for submittals from local artists. Burgess suggested that members should also forward contact information re potential artists to Garvin. Garvin noted that the logo does not necessarily need to be a circle, and she gave her e-mail address: [becky.garvin@cityofprescott.net](mailto:becky.garvin@cityofprescott.net).

7. Community Outreach (Shaffer)

Shaffer reported that he has found that organizations are starting to talk about the Centennial and work together, and he believes that what the Committee comes up with will be listened to. He said that his committee has made some presentations, have obtained more information on organizations, and will continue to work on developing their e-mail list.

Chairman Gilliss said that the Outreach committee will use e-mails, make presentations, involve the press, etc. to get people aware of and interested in the Centennial and to initiate feedback from those interested in participating. She added that the process would take some time.

- Coordination Meeting with County: Sterling and Ayers

Gilliss and Shaffer met with Sterling and Ayers on 7/17/09, and discussed following topics:

a) Area Project Coordination:

Gilliss reported that the group had discussed how to approach and support organizations/individuals which had ties in both the city and the county. It was agreed that the City Outreach Committee would stimulate broad communication throughout the area to encourage participation in the Centennial, and for purposes of support and promotion, regardless of the group's/individual's location or meeting place, if events are to take place within the City they would be considered City events, and activities to take place outside the City limits would be considered County events.

b) Websites

Gilliss continued that the County has determined that its Legacy Project is: to establish a web site to include an on-going community calendar to provide information about events through the area, including City Centennial events, and to continue to provide such area-wide information after the Centennial celebration is concluded. It is anticipated that the City would have a web site announcing its own activities and that such information would be linked to the County and appear on both web sites.

Garvin left the meeting at this time (1:45 p.m.)

Mills recalled that the PACT Committee had original expected Centennial events to appear on its web site as well. Chairman Gilliss commented: the more web sites the better.

Burgess said that it would be good for the City of Prescott to have a separate section for Centennial events within its existing website. Moody added that the City currently has an events calendar and it would be simple to include a page or pages on Centennial events. She continued that the additional category might also include a history section to profile the Centennial and what it means to the community. Burgess added that, since people are accustomed to going to the City's website, it would be a natural progression.

Chairman Gilliss noted that the process for having projects apply for, become approved, and gain eligibility for inclusion on websites is currently unclear, that there currently appears to be four possible applications forms from different entities, and that the process will need to be clarified.

c) State Centennial Stamp Project

Gilliss reported that the County is pretty well on its way with their stamp project. The group discussed the notion of having the County stamp project cover the City as well. The County committee is looking at the post offices having their own cancellations designs which the City Post Offices could do as well. The Centennial postage stamp comes from the Federal government but different cancellation designs, which must be submitted and approved by the USPO well in advance of release of the stamp, can be used by individual POs. The group discussed having the County take the lead on working with all the POs in the county, including the two in the city, re the design of cancellation stamps.

The group also discussed plans for the developing a contest in fourth grade classes in the County schools, which City schools -- also part of the county -- might participate in. After further discussion on various aspects of the Stamp Project, the decision was made for the City to ask Frank Sente to coordinate its participation in the project, to work closely with the County committee, and to attempt to secure the unveiling of the Centennial stamp in Prescott, which the County supports.

Burgess said that she felt all along that the City was duplicating the County's efforts regarding the Stamp Project, and she thought it was a great idea to request that the unveiling of the stamp take place in Prescott. She noted that people get confused between 1) the Centennial postage stamp issued by the USPO, 2) the PO's cancellation stamp/mark, the design of which can be submitted well for approval and development by the PO and 3) the artwork (cachet) that decorates the envelope on which the postage stamp is placed then cancelled by the PO. She added that her understanding of the County Committee's idea was to have school

children design their own envelope cachet artwork, and for that they could have as many designs as they wanted.

Ruffner noted that any organization that wishes to have a unique design postcard or envelope can design it and pay to have it printed in as many copies as they wish. Chairman Gilliss agreed, restating that the County was talking about having each student create his/her own design. She added that it was her understanding from the County committee that the post office would send a representative to the school to cancel the Centennial stamps affixed to the children's envelopes.

Burgess said she had talked with County Supt. of Schools Kevin Kapp but he felt it was too early to consider the project. She also suggested that Churchill might offer advice re students designing cachets, as she works with the students at the museum, and that the committee might ask Churchill to draft something to go to the fourth graders in the schools to explain what it is and what they were supposed to do. Churchill suggested that she would also include communicating with Home School associations. In addition she said that she would be interested in developing a fourth grade lesson plan for the stamp project. Chairman Gilliss suggested that Frank Sente be included in discussions and planning of these materials if he is willing to participate in the project.

- E-mail list, Progress and Inclusions

Discussion then focused on the Outreach Committee's intention to generate an e-mail list to initiate communication with groups/individuals in the area re Centennial participation. Chairman Gilliss called attention to the three-per-page form that had been distributed with the Agenda. She noted that she had used it with good results at a presentation she had made recently at a Prescott Chamber breakfast, and she encouraged committee members to copy and use it widely to increase opportunities for the committee to get contact information on as many organizations as possible. She noted that the committee would like to start making contacts and getting on organizations' calendars to make presentations.

Maurer said that this would be a good way to get the word out and noted that the initial message would be different from later ones giving more information. Shaffer suggested that a timetable for communications would be helpful, and he offered to bring one back to the next meeting.

## 8. Review of Proposed Legacy Projects

Chairman Gilliss said that she has reread the charge from the Council, and it was very clear that a Legacy Project had to have wide representation for the City. She suggested that a committee be established to review Legacy Projects, to see if

they comply with both the AHAC and the Council's requirements for a "citywide" project. If not, projects could be referred back to the organizations involved to develop as a local project or to be perfected to meet Legacy Project requirements.

Ruffner said that the information from the State meeting and from Schepman indicated that the Arizona Centennial Commission was in charge and they did not mention Legacy projects. They were giving them the objectives of how to become a sanctioned event.

Mills asked if will be possible to identify projects broad enough to meet all the requirements. Chairman Gilliss responded that she thought an overview committee could be helpful in redirecting projects that didn't qualify and assisting others to qualify that might. She also cited two currently suggested projects that seem to qualify: 1) the history of Prescott on video, and 2) the articles on Prescott history to be published in the newspaper and later as a book.

Ruffner reported that she was still working on a flier that condensed Prescott's history and said that it would be something for the City committee to consider as a sanctioned item.

A brief discussion was held on the history video and how it could be made available at different locations throughout the City. Mills said that she favored an action project, rather than a passive one, and that it could be used on Channel 8 to get widespread distribution.

Chairman Gilliss suggested that Burgess and Ruffner be the Legacy Project Overview Committee. She noted that the whole idea of Legacy projects began when there was money available which would encourage groups/individuals to apply. There is currently no state funding available, however there has been a suggestion made that local money might be available through the City's bed tax.

Ruffner said that the Governor has taken full charge of the committee; they were going to sanction existing and new events, and to forget about the Legacy Projects.

Burgess said that the committee needs to think through the idea of Legacy Projects based on new information. Legacy Projects have been approved at the state level, and are going forward, so there must be some process in place and it needs to be clarified. She feels that we will likely be dealing with both local and Legacy type projects.

Chairman Gilliss said that she has been communicating with ACC Director, Karen Churchard, who is planning to attend the August meeting. She will be

available to answer question. At present, judging from Karen's recent communications, there are still Legacy Projects.

Burgess said that the suggestion of an overview committee is a good one, but that there would need to be clarification on what the committee would do. She recommended that establishing a Legacy Committee be postponed for further discussion.

Ezell left the meeting at this time (2:20 p.m.)

9. Local Projects

- Establish a Committee to:
  - Identify/Support/Schedule Monthly Events
  - Assure Media Coverage (ex: Web Site Listings)

Chairman Gilliss recalled that in April/May the committee began generating ideas about having monthly and other events that take place in Prescott regularly throughout the year be asked to focus on Centennial themes during the Centennial celebration period. She suggested that a committee be set up to begin contacting the organizers of these events, getting their feedback, and getting them involved, as most organizations are currently making plans for future events. It was agreed that Ezell, Mills, Maurer and Churchill would serve on that committee.

10. Clarification of Roles with State Agencies

- Review of Founding Documents and Directives

Ruffner said that the bed tax money would probably not fall on the committee this year, but that this committee needs to submit items for the City's budget discussions for next year to see if there would be money for a project or two. Moody reported that the budgeting process begins in January of each year.

- Prepare for Guest at August 17 Meeting: Karen Churchard, Director, ACC

Chairman Gilliss said that she would be communicating with Karen Churchard regarding her meeting with the committee next month, and she suggested that if anyone has questions they would like directed to Ms. Churchill to please contact her.

11. Adjournment

There being no further business to be discussion, the meeting of the Prescott:  
The Arizona Centennial City Committee of July 20, 2009 adjourned at 2:30 p.m.

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Dr. Barbara Gilliss, Chairman

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Lindsey Mills, Secretary