

PRESCOTT: THE ARIZONA CENTENNIAL  
CITY COMMITTEE  
MEETING OF WEDNESDAY, OCTOBER 28, 2009  
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON WEDNESDAY, OCTOBER 28, 2009 IN THE PRESCOTT CITY COUNCIL CHAMBERS AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

I. Call to Order

Chairman Gilliss called the meeting to order at 11:00 a.m.

MEMBERS PRESENT: Chairman Gilliss; Elisabeth Ruffner; Councilwoman Lora Lopas; Nancy Burgess; Deborah Thurston; Lindsey Mills; Dave Maurer; Don Shaffer.

MEMBERS ABSENT: Karen Churchill; Patti Ezell.

GUESTS PRESENT: Diane M. Mendez Padelford; Geraldine Mendez; Marty Borgelt.

STAFF PRESENT: Becky Garvin; Liz Burke.

II. Approval of Minutes of September 21, 2009 meeting.

Minutes of September 21, 2009 were approved as circulated.

III. Committee Membership: (Gilliss) **(Att. III)**

Chairman Gilliss referred to the previous memo she had circulated and asked that if anyone was unable to make a Committee meeting that they let her and Ms. Burke know three days in advance so they can be sure that a quorum would be present.

Shaffer said that he would need to tender his resignation from the Committee effective today as he would not be able to provide that amount of notice when he was unable to attend.

A. Lora Lopas, City Council Representative

Chairman Gilliss introduced Councilwoman Lopas as the Council's representative to the Committee, due to Councilman Bell's prior resignation.

- B. Maddie Sanders, Prescott College Work Study Student; Computer Tech assistance

Chairman Gilliss introduced Maddie Sanders, a Work Study Student working with Mary Lin at Prescott College, who has already proven invaluable. She said that Maddie is a computer whiz and has been putting together the Committee's e-mail list. She has also offered to help with the website and other computer-related issues.

- C. Advisory Memberships:

- Consider change to voting members

Chairman Gilliss said that the Committee had received a request from one of the three advisors requesting that they be made voting members rather than nonvoting members. She said that they would need to go back and ask the council to change that. She said that she has no personal opinion, but did add that they are not a voting committee anyway.

Mills asked if adding three more members would affect the quorum. Ms. Burke replied that it would, so they would need to have more members attending in order to call a meeting. Mills said that she was not opposed, but it would present a quorum issue.

Chairman Gilliss said that they would not take action today since none of the advisor members were present.

- Yavapai College representation

Chairman Gilliss said that she has been attempting to contact Dennis Garvey at Yavapai College to serve as their representative but has not heard from him. After brief discussion it was agreed that Chairman Gilliss would direct a letter to Dr. Horton at Yavapai College asking him to either have Mr. Garvey attend or appoint someone else in his place.

- Continuation of open position

No discussion.

IV. Reports/Updates:

- A. Karen Churchard: (Gilliss)  
– Thank you/request letter and response (**Att. IV-A-1**)  
– Recap of Lunch Meeting, 9/21/09 (**Att. IV-A-2**)

Chairman Gilliss said that Karen Churchard had said she would provide a CD of the meeting she attended last month, but it has not yet been received. The questions the Committee members had put together to address with Ms. Churchard were included in the packet as well as her responses.

- B. Library Viewerie: total space reserved for February 2011

The Viewerie has been scheduled for February 2011.

- C. Tourism Summit, 9/23/09 (Maurer, Mills, Gilliss)  
– One year/ten year plans  
– Rebranding  
– Plea for Centennial

Chairman Gilliss said that several of the Committee members attended the Tourism Summit, and she asked Maurer if he would like to report. Maurer reported that the people were reminded that the Centennial did offer tourism opportunities.

Chairman Gilliss said that the Director of the Office of Tourism was at the summit and gave a presentation. In passing, she made a comment that there was going to be Centennial. At the end of the meeting when they were talking about refocusing the tourist trade to Prescott Chairman Gilliss asked that if they were going to change anything that they wait until after the Centennial.

- D. County Meeting, 9/18/09 (Ruffner)

Have had 2 9/18 and this past Monday

Ruffner reported that the County has held two meetings since the Committee's last monthly meeting and at the most recent meeting Churchard gave a different PowerPoint presentation that showed much more of what is going on in Arizona. She again reported that the Mormon Tabernacle Choir was the first State event scheduled for February 11 and February 12.

Ruffner said that as of today there are 50 Legacy Projects through the AHAC (Arizona Historical Advisory Commission) and the form for the Arizona Centennial Committee events will be ready this week.

Ruffner said that the State has been talking about having a celebration in the three places where a capital system was established—Prescott, Tucson and Phoenix and on Monday she said that they were thinking of having the Prescott celebration in September 2011, with a winter event in Phoenix or Tucson.

Ruffner reported that the issue of sustainability was questioned at the County Committee meeting. No one would define the word, but she agreed to try and get people together, perhaps to plan an event that would illustrate a practice to leave the future in a better place. She said that there are a lot of people working in that field.

Ruffner also reported that the County Committee Chairman Ann Sterling would be going to the Board of Supervisors next Monday to tell them that the County Committee was working on a book published about Yavapai County (which Nancy Burgess is working on) and also that there was a substantial program in hand for first-day covers through the students at school.

- E. City Web Site (Burgess) (**Att. IV-E**)
- dCourier interested in picking up info for their site
  - Need site for supporting e-mails and presentations
  - Set up sub-committee?

Chairman Gilliss said that they need to get the Committee's website up and running soon as it is embarrassing to go out and talk to groups and have them ask about it. She said that Cat Moody had agreed to help them and Maddie said she would help as well. Chairman Gilliss said that she would like to set up a subcommittee to get it off the ground and moving.

Burgess said that Moddy has added a category under the City's website in the history section and it is up and running for the Centennial. Right now it is just a place keeper because she does not have any information other than adding links.

Chairman Gilliss said that the handouts included some thoughts for possible content on the website. She said that she would not mind working with Moddy, but did not want to be presumptuous.

Thurston said that if it was going to be a marketing/media function her recommendation was that they have one committee so they have fewer meetings. Burgess said that the subcommittee needs to give Moody the information for the website ready to go.

Chairman Gilliss said that she and Maddie would talk with Cat. Mills said that PACT had a lot of pictures at their disposal and would e-mail a few things to Moody.

V. Standing Sub-Committee Reports:

A. Outreach (Shaffer)

Chairman Gilliss said that Shaffer was going to make some presentations to some of the realty groups and get names/addresses, and asked if he had an update. Shaffer replied that he did not.

Chairman Gilliss said that she would likely be asked to speak to Prescott Area Leadership and she would also like to get the Tribe involved in the Centennial as early as possible. She said that she has contacted two people that she knows and there is a protocol to follow, which she would be doing. She said that she is waiting to hear from Karen Churchard as she has some information regarding the involvement of tribes in the valley area and what tribes are doing throughout the state. Everyone agreed that Chairman Gilliss could move forward on this. Ruffner would speak with James Noe, Manager at the Tribe.

- 1) Progress on setting up e-mail list (Maddie)
  - Meetings with Cat Moody
  - Alpha list/ sources
  - Burgess to edit for duplications, deletions
  - Finalize Info/Invitation (return addresses) **(Att. V-A-1)**
  - Determine process for responses:
    - eliminate “no”s from list
    - requests for more info (e-mail, phone)
    - refer to Project Committees for follow-up
- 2) Presentations (Shaffer/Gilliss)
  - Steve Blair ( KYCA), cancelled/will reschedule
  - Prescott Area Realtors (presentation) – 10/6
  - AM/AZ – (AZTV)10/8
  - Mary Ann Suttles (KYCA), 10/13
  - Magic Radio 10/24
  - Sandy Moss (KPPV), 11/9
  - Bev Oleson “Hot Topics” (Channels 13 &15), 11/18
- 3) PowerPoint presentation (Gilliss)
  - To be developed **(Att: V-A-3)**
  - Refer to ad hoc Committee?

Chairman Gilliss said that she just received a PowerPoint presentation that was put together from the initial information she had put together last time. She said that probably would not use everything but it gave them a starting point.

- B. Legacy Projects (Burgess & Ruffner)
- Meeting report
  - Churchard's memo (**Att: V-B**)
  - Community members?

Burgess said that she and Ruffner met but they first need to establish a process. She said that the information they receive back will need to be reviewed, sorted and prioritized. Out of that information they would be looking for Legacy Projects, but it is not their decision to determine what is a Legacy Project; that is up to the state.

Burgess said that the other issue is the City's Legacy Project, which they also discussed. She said that they need to move forward on getting those ideas on paper and getting consensus from the Committee on a direction to take. She noted that

Burgess reported that earlier today the paperwork came in for the next round of Arizona State Historic Preservation funds, and applications are due November 13, 2009 for FY2010. She said that those funds would require a match and right now they have no money to match those funds.

Chairman Gilliss said that right now they have discussed a rodeo museum, history of Prescott in video, series of articles that might be published in the Court, and end up with a book or published on the website. She added that Ruffner was putting together a flier on the history.

Chairman Gilliss said that she had received an e-mail from Karen Churchard indicating that there may be some funds; however, some areas in the state have already applied for funding. She said that she had previously asked the Committee members to submit any ideas they may have and then it would need to go before Council.

Ruffner said that the history flier could be considered as a Heritage Fund project. She considered the letter going out to businesses in town to be potential funding for a match. Chairman Gilliss said that the original intent of those funds was to use them for operating costs. A brief discussion was held on the intent of the funds being requested from the business community.

Burgess said that the grant would not have to be a Legacy Project; it has nothing to do with the Legacy Projects. She said that it has to do with

Centennial Project and the only entity that would be eligible would be a local government such as Prescott. She said that there would be another round in February. It was agreed that she, Ruffner and Chairman Gilliss would get together and discuss the issue further. Burgess noted that the amount needed for printing of the fliers would be such a minimal amount that it would not be worth submitting for grant funding.

- C. Local Projects (Gilliss)
- Schedule meeting
  - Community members?

Chairman Gilliss said that they have not met; it was the same issue that they need to set up a process to respond. She said that she has asked Mills to take the lead on this item as she has a lot of contacts in the community, and they may be getting the ambassadors involved.

Thurston asked if they had a deadline. Chairman Gilliss said that they did not; they were just getting ideas right now. She said that the second element is going to be putting together the state-sanctioned events and they were waiting to get the outline on that.

- D. Media/Promotion (Lin)
- “Talk of the Town” and Press Release
  - Schedule Meeting – resources and time line
  - Community members?

Chairman Gilliss reported that the Talk of the Town was published and Thurston is chairing this committee. She said that the subcommittee has been busy and they took over the logo situation.

Thurston reported that they chose a logo but it is not in the proper format. She contacted the artist and he believes they can have that format within a week, but he is out of town. He said that it turned into a project that would have his company’s name on it versus his name but no one thought that was a problem.

Thurston recommended that they not get the item on a Council agenda until they had it in the proper format.

Thurston said that they would be calling a subcommittee meeting to look at promotional parts for the projects.

- E. Executive Committee (Gilliss)
  - Registration of Motto and Logo with SOS

Chairman Gilliss said that once the logo is finished they would be registering it and the motto with the Secretary of State's Office, but that has to go through the Legal Department. Additionally, she said that she would be giving a quarterly report to the Council at their December 8 meeting.

VI. Ad hoc Sub-Committee Reports

- A. Logo Project (Thurston)
  - Committee Description Draft : Review/Action (**Att. VI-A-1**)
  - Meeting Recap, 10/9/09 (**Att. VI-A-2**)

Already reported.

- B. Stamp Project (Gilliss)
  - Committee Description Draft: Review/Action (**Att. VI-B-1**)
  - Possible Projects & Processes – for Decision/Direction (**Att. VI-B-2 & IV-A-2**)
  - Community Members: Frank Sente, Bobbi Weeks, former Mayer Postmaster

Chairman Gilliss said that she wanted to take time to discuss this issue, but they may not have time today. She asked that everyone look over the handout as they need to make some decisions in the future on what to do as far as a celebration. She said that they need to consider 1) what kind of work they would do in the schools; 2) how they would work with the County and their program; and 3) what involvement, if any, they want to have in celebrating the unveiling of the stamp in this area. She said that it would require a lot of involvement of the community and be a big celebration.

Chairman Gilliss said that Karen Churchard has been working with the State Department of Education and they have some things to say on how it will go through the schools in the state.

Chairman Gilliss said that the Statehood Day Cancellation Event on February 14, 2012 would require a big party where everyone would get their stamp cancelled on that day. She said that it requires a large event before the post office would consider doing it. She said that it does not mean they could not do it, but need to decide if they want to. She said that there would be no action today; she asked that everyone put their thoughts together on these issues and bring them to next month's meeting. She added that Frank Sente has agreed to lead them through the process and a few community people would assist.

Chairman Gilliss asked if everyone was okay with having a community person chair the ad hoc committees, even if they were not a member of the main committee; everyone was fine.

- C. Viewerie (Gilliss, Thurston)
  - Committee Description Draft: Review/Action (**Att. VI-C**)
  - Community Members
  
- D. Proposed Ad hoc Committees:

Suggestions:

- City Web Site
  - Membership?
- PowerPoint presentation
  - Membership?
- Merchandising
  - Membership?

Chairman Gilliss said that she had talked with Karen Churchard further on the issue of merchandising and Churchard said that it would only have to be approved by the State if they were using the State logo. She said that they may want to have a subcommittee address merchandising and she would start rounding some people up. She said that Guy Roginson is very interested in getting involved and Councilwoman Lopas offered to get involved as well.

- VII. Centennial Committee Funding/Financing (Maurer) (**Att. VII**)
  - Draft of letter to prospective donors.

Maurer reported that they drafted a fundraising letter that they intend to send out next week to over 100 businesses that are members of the Chamber and have been around for 20 years or more.

Chairman Gilliss reported that they have also set up an account through the City and Patti Crouse has volunteered to be the communication person for the Committee who will check the mail and handle the finances. She said that they are also sending out an invitation to get involved and information through the Chamber newsletter. Maurer said that it will be in the newsletter and it will also be on the website.

VIII. Adjournment.

Burgess reported that the third annual Victorian Holiday Boutique to help with the Citizens Cemetery would be held on Friday, Saturday and Sunday, November 13, 14 and 15 at the Brinkmeyer Home at the corner of Park and Gurley.

There being no further business to be discussed, the Prescott: The Arizona Centennial City Committee meeting of October 28, 2009, adjourned at 11:52 a.m.

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Dr. Barbara Gilliss, Chairman

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Lindsey Mills, Secretary