

**PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE**
MEETING OF MONDAY, DECEMBER 14, 2009
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, DECEMBER 14, 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 1:00 p.m.

MEMBERS PRESENT: Chairman Gilliss; Nancy Burgess; Deborah Thurston; Elisabeth Ruffner, Karen Churchill; Councilwoman Lopas; Mick Fetty.

MEMBERS ABSENT: Dave Maurer; Patti Ezell.

II. Approval of Minutes for November 16, 2009

Minutes of the November 16, 2009 were approved as circulated.

III. Committee Membership:

Chairman Gilliss noted that there is a need to improve communication among committee members, especially regarding responding to requests for information.

A. Yavapai College Advisory Member

Chairman Gilliss reported that she had not yet heard about a replacement for Dean Garvey at Yavapai College.

B. Appointment of Mick Fetty.

Councilwoman Lopas confirmed that Mr. Fetty had been appointed by the City Council on December 8, 2009.

C. Resignation of Lindsey Mills

Chairman Gilliss added Item C to report that she had received a notice of resignation from Lindsey Mills. Mills stated that due to personal time commitments, she would not be available to attend meetings or participate in Committee activities. Gilliss asked Lindsey to identify someone to replace herself as the PACT representative, if possible, and inquired about

Lindsey's interest in pursuing her idea of having a rodeo and street dance as a Centennial culminating activity if she might be available by that time.

IV. Standing Group Reports/Updates - Adopt new titles

Chairman Gilliss explained the need to change the designation of "sub-committees" to "groups" and "project groups" to avoid conflicts with the AZ Open Meeting Law, and all agreed to the change of titles.

A. Community Outreach Group (Fetty, Gilliss)

1. Presentations/Contacts:

- "Hot Topics"

Chairman Gilliss reported that she had appeared on Channel 15's "Hot Topics" show but was last on the agenda and was unable to finish her presentation. She will be invited back at a later date.

- PFAA

Gilliss reported that she met with the Prescott Fine Arts Production Committee and they were eager to plan an event with a Centennial theme.

- PAL

Gilliss said that the Prescott Area Leadership Board is planning to have her speak with them about the Centennial in January.

- Service Clubs?

Fetty reported that he has been obtaining information on services clubs and that he will be contacting them to make presentations in January.

2. PowerPoint Presentation

Fetty introduced the first draft of a PowerPoint presentation he had designed, noting that he had made it generic so the Committee could make suggestions and approve a final version before it would be used.

Chairman Gilliss asked Committee members to view the presentation as if they would be using it themselves and to make

comments accordingly, which they did. Fetty was commended for doing a fine job, especially since he has had limited exposure to the information needed for a public presentation.

3. Donor Letter Follow-up Calls (Maurer)

In Maurer's absence, Gilliss reported that he had asked three Chamber volunteers to make follow-up calls to recipients of the letter asking for donations to a Centennial Committee operating fund. She noted that, to date, one donation of \$1,000.00 has been received from Fann Contracting, Inc.

4. E-mails to Community (Maddy)

No information was available.

5. Response Process

Gilliss recommended that Committee members review the materials introduced at the November meeting which were designed to introduce community groups to the Centennial Committee's plans to stimulate and support Centennial activities and projects. She reiterated that the process consists of three steps: (1) getting organizations of all kinds in the community to be aware of and committed to participating in the Centennial; (2) providing support for participating organizations to plan and conduct whatever event or project they choose to develop; and (3) promoting their events through the Media/Promotions Group.

Suggestions for additional information and changes to the process description were made. Gilliss noted that Maddy had agreed to track the initial responses from groups showing interest in participating and to mail out the follow up support materials.

Guy Roginson, member of the Media/Promotions Group and speaking from the floor, stated that he had not been aware of the initial information having been circulated and suggested that it might be made available to the community through a public service announcement. Gilliss responded that this is a need that the Media/Promotions Groups would be addressing at its next meeting. Thurston stated that she did not think the initial information had gone out because she hasn't heard of anyone having received it.

Roginson asked if there were an approval process for qualifying community projects to receive Committee support. Gilliss

responded that there are approval processes for larger projects applying for State support, and that there is a need to develop one for local projects.

6. Volunteers

Chairman Gilliss circulated a form asking Committee members to identify, contact, and recommend organizations interested in participating in the Centennial to be sure they receive support information.

7. Web Site

Gilliss reported that Cat Moody, City GIS Coordinator, has done a nice job of putting available information about the Centennial on the City's website. Gilliss noted that ultimately the website will link to the County website which will promote area-wide Centennial activities. Currently the City site includes reference information about Centennial participation. The web address is: www.cityofprescott.net/history/Centennial.

B. Legacy Project/Special Events Group (Burgess, Ruffner)

1. City "Publications" Project

Gilliss reported that the Council agreed to have the Committee move forward to obtain Legacy Project designation for the Publications project. Burgess reported that the Legacy Project Group has not yet met, and that their first task will be to complete and submit a Legacy Project application to AHAC, which she has been working on.

Churchill reported that she may be unable to work on the Publications Project due to the demands of her position at Sharlot Hall Museum. She continued that she intends to approach Ray Newton about becoming co-organizer/co-chairman of the project. She will then need to get approval from the Sharlot Hall Museum board for use of her time to participate. Gilliss added that Newton, a retired NAU administrator, is a highly respected writer and editor who agreed to serve as the project's editorial board chairman.

2. Other?

Ruffner noted that some time ago she had offered to develop a three-fold brochure on the history of Prescott as a Legacy Project. Burgess said that that project can still move forward with that project; however it does not meet the criteria for a Legacy Project.

Chairman Gilliss noted that in addition to the tri-fold brochure, other potential Legacy Projects and Special events such as a rodeo museum, markers for Whiskey Row, and the Pioneer Home, have been discussed but none has been presented to the Legacy Project/Special Events Group. She encouraged members to submit projects if they are interested in moving forward with them.

[V. Ad Hoc Project Group Reports, Item 2: Centennial Stamp Project

Ruffner asked to move discussion of the Centennial Stamp Project forward as she might need to leave the meeting before that agenda item is addressed. The Committee agreed, and Ruffner reported that, at the County Centennial Committee's request, she is writing applications for their Cachet project to be designated as a Legacy Project by AHAC and sanctioned as a Special Event by AZCC. She asked how the City's Stamp Project might relate to those plans

Chairman Gilliss reported that Frank Sente, chairman of the City's Stamp Project Group, has agreed to coordinate with the County's project and that City schools will participate as members of the County. She added that Churchill has agreed to develop lesson plans for teachers, including those in both County and City schools.

Ruffner asked if the City would like to be included in the County's application for a Legacy Project, and Gilliss responded that the Committee would likely want to have a recommendation on that from Sente before making a decision. She encouraged Ruffner to contact Sente about it.]

B. Legacy Projects/Special Events Group (continued)

3. Potential local projects or events?

Ruffner reported that under the auspices of the County Centennial Committee, an application has been made for Legacy Project designation for a video being developed by a local author entitled *Yavapai County: The Key to History, A Documentary Looking at Yavapai County Past, Present and Future*. She noted that the

application was made directly in order to move forward but that cooperation with the City's Publication project is still possible.

Ruffner continued, referring to an invitation she circulated to Committee members to participate in a project entitled "Business for the Arts," which will also seek designation as a Legacy Project. She noted that when the project is finished in 2012, the company involved will have invested \$1/2 million in the project.

Burgess reported that she had successfully nominated Troupe A of the Arizona Roughriders Historical Association to be honored as this year's Culture Keepers for Prescott. Committee members are invited to attend a luncheon on Sunday where the award will be made.

Ruffner noted that the History Makers Program, which is similar to Culture Keepers, has already been approved as a Legacy Project by the Arizona Historical Society.

Burgess reported that Carlo Pastore, President of the World's Oldest Rodeo Association, has asked the City to make an inquiry to the State Historic Preservation Office to determine if two buildings (the Freeman Building and the Doc Pardee Building) and one structure (the Fish Pond) located on the rodeo grounds might be eligible for inclusion in the National Register of Historic Places. Burgess continued that a letter has been received confirming that all three are eligible under Criterion A (Improvement to the Community) and are good examples of Civil Conservation Corps buildings, few of which remain. The City, as owners of the buildings, must determine if it wants to go forward with the application. The process takes at least two years.

Ruffner added that Councilwoman Lopas has noted that the City Council needs to develop a Management and Use Plan for the rodeo grounds which Lopas hopes will be started after the first of the year. Burgess noted that the plan itself could be a Legacy Project and that both the plan and the nomination would be eligible for Historic Preservation Fund money, which is Federal pass-through money.

Gilliss asked at what point it would be appropriate to bring the project to the Legacy Projects/Special Events Group, and Burgess responded that Council would first need to direct staff to develop the plan. Should the application become a City commitment, it could then be considered for Legacy Project designation. Lopas

noted that Council would be holding its goals retreat in late January and this topic would be discussed at that time.

C. Local Projects Group (Mills, Maurer)

Chairman Gilliss reminded the Committee of the form she had previously circulated to generate interest in local projects. She reported on one group, the Central Arizona Concert Band, which is eagerly planning a concert of music written by Achille Laguardia, early bandmaster at Fort Whipple and father of New York Mayor, Fiorello, with the intention of bringing attention to the family and its history in the community. She noted that the event might be eligible to be sanctioned as a Special Event and receive State promotion.

1. Planning Meeting

Chairman Gilliss stated that, with the resignation of Lindsey Mills, who had previously agreed to chair this group, a new Committee member and Local Project Group chairman is needed. She pointed out that a planning meeting for the group needs to be convened soon, as local projects will be gearing up and looking for information and support.

2. Volunteer Mentors

Gilliss asked for Committee members to seek volunteers who would serve as mentors to assist with the development of local projects, as needed, by assisting with scheduling, obtaining community support, identify venues, assuring connection with the Media/Promotions Group and the like, and to serve as a communication link between projects, the Local Projects Groups and the Centennial Committee.

D. Media/Promotions Group (Thurston)

1. November 23rd Meeting

Thurston reported that the first group meeting was enthusiastic and productive. Discussions focused on the availability of print media, the need for writers – especially for press releases, developing community partners who would allow the use of their websites and/or newsletter for Centennial promotion, and on the use of Social Media and blogging. Linda Thein offered to purchase Debbie Stewart's publication referencing current media contact for

use by the Group. In addition, Thurston volunteered to contact Melissa Ruffner to ask her for a list of important events from the past 100 years to spark ideas for historic stories and blogs.

It was agreed that, at the next meeting, to be held after the first of the year, assignments would be made to assure obtaining coverage from all the sources discussed. Also, guidelines for use of the City logo would be addressed.

2. Merchandising

Thurston reported that Guy Roginson would be joining the group and that he and Lopas have offered to chair a Merchandising Sub-Group. Chairman Gilliss encouraged Committee members to submit ideas for marketable items. Roginson, speaking from the floor, suggested raising some initial funds by printing pre-sale merchandise such as T-shirts, tote bags, etc. using approved artwork to create samples which could be made available for purchase and promotion.

3. Logo Guidelines

Gilliss noted that the logo must be registered by the Secretary of State before it could be printed for any purpose, and she reiterated the need for guidelines for its use.

Roginson also informed the Committee that reported that he is interested in developing a Legacy Project involving the airport and asked to be contacted with suggestions. He continued that he intends to create a website giving a complete chronological review of the history of aviation in Prescott. He added that he will be working with the City's Historic Preservation department and Sharlot Hall Museum to obtain and digitize photos and documents for the website.

E. Executive Group (Gilliss)

1. State Outreach Committee Meeting, 12/3

Gilliss reported that Ann Sterling, Chairperson for the County Committee, and she had been asked to serve as members of the Centennial Commission's Outreach Group, and, as such, had attended a statewide meeting via telecommunication – Sterling from Tempe and Gilliss from Flagstaff. Gillis reported on two questions she raised during the meeting. One, she probed to see if

there were any funds available for Legacy Projects and learned that there was still a little money left but that it was being portioned out rapidly and the most that might be expected would be \$2,000 maximum per project. Two, she raised the issue of the stipulated dates of the Centennial Celebration, specifically questioning the wisdom of the celebration ending in February of 2012. She reported that others in her meeting group agreed that it should be questioned, and one of the AZCC Director's assistants responded that there had been a lot of discussion on that issue and that it was to be discussed further.

2. City Council Report, 12/8

Chairman Gilliss stated that she reported on Centennial Committee activities to the City Council at their December 8, 2009 meeting and received a positive response. She circulated an outline of her remarks to Council. Lopas added that there would be no bed tax available this year, but that the need for funding to support the Centennial activities would be looked at for the next budget year.

3. Volunteers:

- AARP

Chairman Gilliss reported that there is a possibility of getting 18 hours per week of volunteer help, funded by a program developed by AARP to provide part time work for eligible seniors. She continued that the opportunity might involve obtaining volunteer support for Liz's work with the Committee. In addition, Gilliss reported that she had given information on the program to Churchill to possibly get assistance to help with the Publication Project.

- Retiree Connection

Gilliss also reported that she attended a Retiree Connection meeting, a program operated through Yavapai College which connects volunteers to organizational needs in the community, with the hope of obtaining volunteers for the Centennial. However, everyone there was looking for volunteers. She continued that attendees were given information on how to post requests for volunteers on the Retiree Connection website.

She circulated to Committee members a handout identifying our volunteer needs which she had prepared for the Retiree Connection meeting, and suggested that, with the Committee's

permission, she would post that information on the organization's website. Members agreed.

- Yavapai College Service Learning Project

Gilliss reported briefly on a Yavapai College project involving students as community volunteers for class credit. She determined that course and volunteer time restrictions would not match our needs.

4. Need for Budget and Finance Group?

Chairman Gilliss suggested that since the Committee has obtained some funds and anticipates receiving more from donations, grants, merchandising, and other sources, it might be wise to consider appointing a Committee member, preferably with accounting experience, to the remaining open position -- to keep records of resources and how they are used. She added that, although there is a Centennial account established at the City, it may not be reasonable to expect City staff to do detailed bookkeeping. She continued that perhaps a "Finance Group" could be established and chaired by the Committee member to include handling moneys raised through grants and fund-raising activities.

Thurston said that she thought that including grants and fund raising might be too much to ask of one person. Burgess added that she felt that fundraising and grants were too different to be included. Fetty noted that with the Centennial time frame, activities could be over before grants could be awarded. Burgess noted that Kevin Kellogg, City Finance Officer, could produce a monthly report. Discussion was then held on whether donations would be tax deductible and Gilliss reported that Kellogg had established that they would be and had designed a form to be given to donors for tax deduction purposes. Ruffner said she thought that any funds received for the committee would need to go through the City, and it was agreed that they would.

The Committee agreed that, along with posting the need for volunteers, Chairman Gilliss would post the vacancy on the Centennial Committee vacancy seeking someone with accounting experience as well. Burgess also offered to approach a possible nominee for the position.

V. Ad Hoc Project Group Reports:

1. Kick-Off with Elks

Ruffner reported that a Centennial Kick-Off Celebration has been scheduled on the Elks Theater calendar for February 19, 2011, the Saturday between the opening of the State Centennial and the 106th anniversary of the theater. February 18, 2012 has also been scheduled for the possibility of holding a closing Centennial event there. Ruffner has agreed to find a chairperson for the Opening Ceremony activity.

2. Centennial Stamp Project

Previously discussed. (See page 5)

VI. Adjournment

It was agreed that, since the next regularly-scheduled meeting would be on the Dr. Martin Luther King, Jr. Holiday, the next meeting would be held January 25, 2010, at 1:00 in Council Chambers.

There being no further business to be discussed, the meeting of the Prescott: The Arizona Centennial City Committee held December 14, 2009, adjourned at 2:45 p.m.

Barbara Gilliss, Chairman