

**PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE**
MEETING OF MONDAY, JANUARY 25, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, JANUARY 25, 2010 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 1:05 p.m.

MEMBERS PRESENT: Chairman Gilliss; Nancy Burgess; Deborah Thurston; Elisabeth Ruffner, Dave Maurer.

MEMBERS ABSENT: Councilwoman Lopas; Patti Ezell.

ADVISORS PRESENT: Bill Thompson (Embry-Riddle Aeronautical University).

STAFF PRESENT: Liz Burke.

II. Approval of Minutes of December 14, 2009 meeting.

The minutes of the December 14, 2009 meeting were approved as circulated.

III. Committee Members: (Gilliss)

A. Yavapai College Advisory Member: Dean Garvey/Dr. Sue Sammarco

Chairman Gilliss reported that Dr. Sue Sammarco would be the Yavapai College representative to the Committee, and that she was unable to attend the meeting today.

B. Sharlot Hall Museum Representative: Karen Churchill/Dr. JCT Pool [Att. III-B]

Gilliss reported that Churchill has resigned from the Committee as she is no longer with Sharlot Hall Museum, however she is still interested in helping with projects. Dr. John Langellier, Museum Director, has recommended the appointment of Dr. James C.T. Pool, a volunteer at the Museum who is willing to serve. Dr. Pool's official appointment to the Committee is on tomorrow's City Council's agenda.

C. PACT Representative: Mills/Bell

Chairman Gilliss reported that Lindsey Mills, who represented the Prescott Area Coalition for Tourism on the Committee, has resigned for personal reasons. Susan Schepman, PACT Director, expressed to Gilliss that it would be more important for PACT to become part of the Media Promotion group than to sit on the Committee. Therefore, Gilliss continued, since Mills had agreed to chair the Local Projects Group, the vacancy would be filled by Sharon Bell who has agreed to take on that role.

D. Membership Category Changes

Gilliss explained that, as a result of the above, Sharon Bell will be appointed to the Committee as a Citizen at Large member, which reduces the Agency Representative category by one. The remaining Committee vacancy is open to be filled in the Professionals category by someone with accounting/bookkeeping experience.

Ruffner noted that David Maurer is chairman and she is a member of the PACT Board, so that agency continues to have good representation on the Committee.

IV. Standing Group Reports/Updates (Fetty, Gilliss)

A. Community Outreach (Mic Fetty)

1. Presentations & Contacts

Gilliss named several groups she has recently made presentations to: Prescott Area Leadership (PAL), Cowboy Poets (who are planning to make a donation to the Centennial Committee), and the Prescott Area Arts & Humanities Council (PAAHC).

Thurston reported that PAAHC had been working toward a Centennial theme for their Thumb Butte Festival during the past year and that they will continue to do so for the Centennial Celebration.

Gilliss reported that she has also met with both Keller Williams and the Highlands Center and that they are eager to have events

2. PowerPoint Presentation.

Due to Fetty's absence, no report given.

3. E-Mails to Community

Gilliss also reported that she still has had no communication from Maddy about any e-mails she may have sent out to organizations in town. She continued that she found two written responses and one response form on the Committee's e-mail site, so it appears that something must have been sent out. She added that she has sent Maddy a strongly-worded message that the e-mail address list she used is property of the Committee and that the return of that information is urgently requested.

Gilliss continued that the one response form indicating interest came from the VA Hospital and the other responses came from Chalk It Up, an art group, and Sanford Cohen, owner of KPPB and other radio stations, who offered his staff for emcee assistance for Centennial events.

4. Committee Recommendations/Referrals [Att. IV- A- 4]

Gilliss reminded Committee members that at the December meeting she had circulated the form attached to this meeting's agenda, asking them to contact organizations and report those which would be interested in being involved in the Centennial. She noted that she received zero responses. She stated that she is serious about needing Committee members' action to involve organizations in the City and that she could not do it by herself.

She introduced to the Committee a long list of organizations' names and categories which she had accumulated, principally from items in the Daily Courier. She called particular attention to the cover page which quotes the City Resolution charges making the Committee responsible for engaging organizations City-wide in Centennial activities. She said that she would be e-mailing the list to Committee members and asked that each one begin contacting organizations widely to stimulate interest in Centennial participation and to report back on those that are interested.

B. Legacy Projects/Special Events (Burgess, Ruffner)

1. City Publications Project

Burgess reported that she has been working on the book/newspaper article project which the Committee recommended be submitted to AHAC and the City Council for approval as the City's Legacy Project. Content of the material will focus on the

history of Prescott from 1912 to the present, and will include some background on Prescott's role in achieving statehood for Arizona.

Invitations will go out to local authors, including invitations to local colleges, to submit articles which will ultimately form 52 book chapters. Excerpts from each chapter will appear weekly from February 2011 to February 2012 as special "Days Past" articles in the Daily Courier. Burgess reported that she has written the application for AHAC designation as an Arizona Legacy Project and Gilliss has reviewed it. Burgess will complete and submit the application as soon as possible.

Gilliss added that the application requires letters of support from community partners which are currently being requesting from, among others, the Daily Courier, which will be publishing the excerpts, and Sharlot Hall Museum, which will be publishing the book with the inclusion of photos and other archival materials.

Burgess noted that the project is tentatively scheduled to begin accepting essays this summer, with the first excerpt to appear in the Courier in February of 2011.

[Thurston left the meeting at this time (1:30 p.m.)]

2. Other Applications?

Ruffner reported later in the meeting that she is still working on the idea of a brochure and hopes to bring it to fruition.

C. Local Projects (Gilliss)

1. Membership

Gilliss reported that Sharon Bell will chair the Local Projects Group. She also stressed the importance of identifying a cadre of volunteers to serve as mentors for local projects. She stated that there are a number of local groups which have indicated interest in participating in the Centennial and that they need to be contacted soon in order to keep them interested and help them get started with their projects.

2. Interested groups to date

Gilliss named the following groups as having indicated interest in participating in the Centennial: Cowboy Poets, PFAA, Keller-

Williams, Highlands Center, Pioneer Home, Barbershoppers, Air Show, Prescott Library, Yavapai College Performance Hall, and OLLI, among others.

3. Process/Application? [Att. IV-C-3]

Gilliss called attention to two documents circulated with the agenda which were drafted some time ago requesting feedback from groups interested in participation in the Centennial. She then asked for direction and feedback from the Committee regarding the group response process, specifically asking whether groups should be expected to “apply” to participate – as is required for State agency’s designations/sanctions -- or whether local groups should be asked to just “register” their projects to provide information needed for the Local Projects Group to offer support, scheduling, connection to promotion, etc.

After a short discussion, it was agreed that an application would not be required to participate in the Centennial, but rather a registration be requested to provide information for support purposes.

D. Media/Promotions (Thurston/Ezell)

1. Press Release for PAL/others

In Thurston’s absence, Gilliss reported that Prescott Area Leadership has asked for a press release for their newsletter and that the Prescott Chamber had given the Committee space in their newsletter. She encouraged Committee members to seek out and identify newsletters, web sites, and other opportunities in the community for “free” promotion for Centennial events.

2. Recap of January 20 meeting/ Plans

Gilliss continued to report that the Media/Promotions Group had discussed multiple ways of getting as much information out as possible, focusing largely on Social Networking opportunities, which Lin and Roginson agreed to explore. Also, Thein is working with the Prescott Regulators and their Shady Ladies to do a television/radio script to motivate Centennial participation.

3. Logo/Motto:

- Registration

Gilliss reported that the motto has been approved and certified by the State. She also reported that, at the Media/Promotions meeting, lack of clarity regarding the ownership of the City Centennial logo was discussed. Gilliss stated that, as a result, she has accumulated a number of documents surrounding the issue, including those from the designer, and that she will be meeting this afternoon with Gary Kidd, to put the matter in his hands.

- Use Guidelines

Due to the logo ownership issue, this topic was not discussed.

- Letterhead

Gilliss announced that Burke has created Centennial stationery for the City Committee in two formats: one plain, with the logo only and the other with the logo and return address/contact information. Committee members who might want to use the stationery for Centennial business can request either Burke or Gilliss to download it to them.

4. Merchandising

Gilliss reported that a discussion about using the logo to bring in money through merchandising was the stimulus for the discussion regarding logo ownership. Until clarity is reached about that issue, discussion re merchandising has been tabled.

E. Executive Group

1. Volunteers:

- Retiree Connection

Gilliss reported that one volunteer had been suggested who would write press releases, however she lived in Flagstaff, so it was not a viable match for our needs.

- AARP

Burke reported that she is in the process of working with another City staffer to get an AARP volunteer to help her with Committee support.

- Courier Column

Gilliss asked for agreement from the Committee to advertise for volunteers in the Daily Courier "Volunteer Opportunities" column which was granted.

2. Tribe

Gilliss stated that she would like to get the Tribe involved in the Centennial as soon as possible. She reported that she had approached Karen Churchard to ask how the Tribes were involved in the Valley, but that she has not yet received any information from that source. Burgess reported that she learned at the County meeting that the Yavapai-Apache Nation has submitted a Legacy Project application to AHAC.

Discussion was held on what approach to take and, at Ruffner's suggestion, Gilliss said she would seek an appointment with Jim Noe, Tribal Manager, to discuss involving the Tribe.

V. Ad Hoc Project Group Reports/Updates

A. Centennial Stamp Group (Sente)

1. Meeting with Verde Committee

Gilliss reported that Frank Sente could not be at the meeting today to report on the Verde meeting. Ruffner reported that she is working with Sente on combining two stamp-and-first-day cover projects into one Legacy Project application for the County.

Discussion was held on whether to separate the Prescott School District stamp project from the County's project. Burgess recommended that, since the County is well under way with their project and has specific plans made, it would be wise to be included under the County's project. Committee members agreed and suggested that perhaps the Prescott Committee could offer to oversee and conduct the City schools' portion of the project.

Burgess pointed out that confusion exists in using the term "stamp" as it refers to the County's cancellation stamp project and as it refers to the State-controlled application to obtain a Centennial postage stamp.

2. Churchill's role

Gilliss reported that, although Churchill is no longer affiliated with Sharlot Hall Museum, it is hoped that she will continue to participate in the stamp project. Burgess communicated that information to Churchill but has not received a response.

3. Churcharde re Grade Levels

Gilliss reported that she has not received information from Churcharde re a State Education Department recommendation for grade levels to involve in the stamp project.

B. Viewery Project (Thurston)

Gilliss reminded the Committee that the Prescott Library Viewery is scheduled for a Centennial display for the month of February 2011 and that it is time to start getting a group of artists, designers, etc., together under Thurston's direction to plan for it.

Note: Later in the meeting, after Thurston's return, Gilliss reiterated the above, and Ruffner added that the Elks Opera House has historic items that might be useful for the display. Thurston thanked Ruffner for the excellent suggestion.

VI. Advisory Members Reports/Comments

A. Thompson

Thompson announced that he has potential volunteers interested in serving as project mentors and asked if it were too early to get them involved. He noted that with a two-year timeline, they might lose interest in participating. Gilliss responded that it would be timely to begin now, that a cadre of mentors could begin contacting groups which have already indicated an interest in participating in the Centennial. She added that mentor training could begin now in preparation for assisting currently identified groups then mentors could move forward to assist other groups as they become known. She stated that she would provide training for the volunteers so they would know how to assist groups.

Thompson also stated that he felt it would be good to have a Yavapai-Prescott Tribal member appointed to the Centennial Committee. Committee members supported the idea, and Gilliss said she would talk with Noe about that as well.

1. Grants

Thompson reported that the ERAU grants staff had identified a possible source of grant funding for the Centennial Committee: Pepsi Cola foundation. Gilliss responded that, from online information, it appeared that their grants were for supporting special needs; however she said she would look at the site again. Thompson said he would ask the grant staff to continue looking.

[Thurston returned at this time (2:07 p.m.)]

2. Air Show

Discussion was held on Guy Roginson's interest in reinstating the Prescott Air Show which could include ERAU. Ruffner reported that the City now has a PR person at the airport, Malcolm Barrett, Jr., and suggested that he should be included in discussions of the idea. Thompson said he would get together with those interested in a possible air show project to pursue the idea further.

3. Other (See discussions above)

B. Lin

In Lin's absence, Gilliss reported that Lin, as a member of the Media/Promotions Group, is preparing to send to her sources a media "blast" focused on encouraging organizations to participate in Centennial projects. .

C. Sammarco (absent)

VII. Adjournment

Prior to adjournment, Gilliss introduced Dr. JCT Pool, the Committee's new Sharlot Hall Museum representative. Mr. Pool shared his background and related how he became involved with the Sharlot Hall Museum. Committee members expressed their warm welcome to Dr. Pool.

Ruffner noted that there are several annual events at the Museum that should be viewed as Centennial projects and registered with the Committee. Pool said that he would talk with Museum Director, Langellier, about the suggestion.

There being no further business to be discussed, the Regular Meeting of the Prescott: The Arizona Centennial City Committee held January 25, 2010, adjourned at 2:14 p.m.

Dr. Barbara Gilliss, Chairman