

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF WEDNESDAY, MARCH 3, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON WEDNESDAY, MARCH 3, 2010, IN THE LOWER LEVEL CONFERENCE ROOM AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

1. Call to Order

Chairman Gilliss called the meeting to order at 1:01 p.m.

MEMBERS PRESENT: Chairman Gilliss; Deborah Thurston; Elisabeth Ruffner, Dave Maurer; Sharon Bell; James C.T. Pool; Councilwoman Lora Lopas.

MEMBERS ABSENT: Nancy Burgess; Mick Fetty.

GUESTS PRESENT: Mark Seman; Paul Madden; Karl and Mavis Unger; Jacques LaLiberté; Marty Borgelt.

STAFF PRESENT: Liz Burke.

II. Approval of Minutes of January 25, 2010 meeting.

Chairman Gilliss corrected the spelling of Sue Sammarco; approved as amended.

III. Committee Members (Gilliss)

A. Formal Appointments:

1. Dr. Sue Sammarco, Advisory Member, Yavapai Community College
2. Dr. J.C.T. Pool, Agency Representative, Sharlot Hall Museum
3. Sharon Bell, Citizen at Large, Local Project Group Chair

Chairman Gilliss introduced new members Sharon Bell, who she stated had agreed to chair the Local Projects group, and Dr. James C.T. Pool, who was representing the Sharlot Hall Museum.

B. Vacancy: Bookkeeper/Accountant

Chairman Gilliss said that the Committee had two vacancies, one due to a resignation by Patti Ezell, who had previously represented the marketing industry. She said that Guy Roginson had agreed to fill that position. Additionally, she said that they had one more vacancy, and they had

discussed attempting to find someone who could serve as comptroller. She said that Paul Madden is interested in joining in that capacity and she introduced him to the group.

Gilliss noted that they had not met for several weeks so some of the items may just be brought up, and she would ask that they think about them and be ready to discuss at the next meeting.

IV. Standing Group Reports

A. Community Outreach (Fetty, Gilliss)

1. Presentations

Chairman Gilliss reported that the community outreach efforts had slowed down a little. She did make a presentation to the Pioneer Home, who would be celebrating their 100th anniversary before the State's, but they were attempting to coordinate those in some way. Additionally, she believed that Mick Fetty had been meeting with other service organizations, but he was unable to attend the meeting today.

2. PowerPoint Presentation

Gilliss said that at one point they had agreed to have a PowerPoint presentation prepared to introduce the Centennial and encourage people to be participants. She said that Mick Fetty was going to do that, and she was not sure of its status, but so far she and Mr. Fetty had been meeting with quite small groups and the presentation was not yet needed. She said that unless she heard otherwise, they would start working on the presentation so it would be available when needed.

3. Committee Members' Contacts/Feedback

Chairman Gilliss said that she has received a few forms back from the committee members but she was having a hard time getting communication back from them. She said that she had mentioned this problem at the last meeting and she was wondering if they could even do this. She asked that everyone put the committee higher on their commitment lists. He suggested that perhaps someone else may prefer to chair it. She asked them to give that some thought.

a. Community e-mail list update [Att. IV-A-3-a]

Chairman Gilliss said that two members sent back items on the e-mail listing. She said that it was important that they have e-mail addresses for the organizations in town as that is the best way to communicate with everyone. She has two friends that will be doing the calling for those without e-mail addresses. She asked that those who had not yet responded do so.

Mr. Roginson arrived at this time and Chairman Gilliss introduced him to the committee members and audience.

b. G-mail responses

Chairman Gilliss said that Dave Maurer sent out a notice in the Chamber's newsletter and from that they received 8-10 responses of people that were interested. She said that she has a neighbor who has agreed to send all of them follow-up documentations once everyone has a chance to look at the list.

She said that she also sent out a draft form of what she would like to e-mail to people and has not gotten any feedback on it. She asked members to look at it and get back to her. After the information is sent out they will be designing a form to get back to them for registration.

c. Personal contacts?

Chairman Gilliss asked that members talk to people they know about the Centennial.

Ruffner asked if they could get a list of those organizations that have already indicated an interest in doing a project. Gilliss reported that the e-mail list provided to the members included asterisks next to those that have indicated such interest. Ruffner said that she would get information to the architects.

B. Legacy Project (Burgess, Ruffner)

1. City Publications Project

a. Status of AHAC application

b. Support letter responses

Chairman Gilliss said that Nancy Burgess was unable to attend the meeting today. The project has been written and ready to submit. The last item required is to accompany it with letters of support. Burgess drafted a letter to go out to about ten people in town and when those are returned they will submit the application.

2. Other

Gilliss asked Ruffner if she was still planning to submit the tri-fold brochure on Prescott's history. Ruffner responded that she plans to but has not had much time to work on it.

Gilliss asked Pool if the Museum planned to do any projects. Pool responded that they had some projects in mind, but they were probably not Legacy Projects.

Lopas said that she was trying to get more information on the old DVD prepared in the past on Prescott's history. She said that they would like to do a new one and Monika Bishop of Channel 13 has agreed to help with the production of it. She said that she thought they could prepare, burn them on CD's and label them. She said that it would be a local project and would not need to go to the State. Gilliss noted that part of getting a statewide sanction was to get statewide level promotion.

Ruffner said that the Ghost Show at the Elks was a great success and they were going to make DVD's on that and sell it as well. She explained that it was a reenactment of people who have appeared on the stage.

Chairman Gilliss noted that among the handouts was information on AHAC business and said there was a possibility of some money from them for project.

Lopas reported that one of the City's Parks and Recreation staff members who works on trails and open space showed her a piece of open space at the south end of town where gold was originally found. She said that it is on the creek and is owned by the City. He had gone to a local artist to talk about a conceptual bronze to promote that entrance of town and she then unveiled what he had prepared, which was a member of the Walker Party, a prospector with a pack mule, looking for gold. She said that they determined it would take between \$80,000 and \$100,000 to get it done.

Ruffner reported that she had been doing some research on the founding of the Yavapai County Chamber of Commerce and asked if possibly the Chamber would be interested in doing a project on their history, which started out through the Immigration Fund of \$3,000 overseen by Grace Sparkes.

Chairman Gilliss noted that those types of projects would be taken to the state, get sanctioned and get good promotion, and possibly some funding. She noted that within the handouts was information indicating that the State's entire budget for projects was \$126,000 and that was as of February 1, so she was sure it was lower than that.

Gilliss said that they had also come out with a list of projects that have been approved, ten of them, and one of them was on Yavapai County, the Key to Arizona which was a video documentary. She said that she brought that up because it begins with the Yavapai Prescott Indian Tribe and Yavapai Apache Nation, and she has been trying to get them involved in the Centennial. She said they would discuss the relations with the tribes later in the meeting.

a. Need for mechanism from G-mail responses

Chairman Gilliss said that when they get Legacy Project applications in they were going to have to set up a mechanism to refer them from the Committee to the State. She said that they need for someone to take over the g-mail address and keep track of who has received what information. She said that they have been fortunate to have a volunteer respond to the newspaper ads and she has offered to take over that aspect.

C. Local Projects (Bell)

Ruffner reported that she received information from an information group given the responsibility by Mayor Tutt when the cornerstone placed on the City Hall Building to oversee the unearthing on February 14, 2012. She did not believe they would be formally organized. Lopas suggested that it be taken before Council to discuss some type of activity. Gilliss said that it sounded like a local project.

1. Interested Groups to Date

Chairman Gilliss noted that the asterisks on the e-mail list indicated those groups interested in some type of Centennial activity.

2. Invitation/Response Form e-mails [Att. IV-C-2-a & b]
3. Project Support Sub-Group: Mentors and Training

Chairman Gilliss said that they need to get a group together of volunteers willing to serve as mentors, or coordinators, that will assist each of the organizations that plan activities. She asked that everyone talk with friends, neighbors, groups they were affiliated with, etc. to try and find volunteers. She said that she would provide training to them and she asked that names be given to Sharon Bell as she was overseeing the local projects. She added that Bill Thompson said he had some students at ERAU, Prescott Area Leadership (PAL) might be interested, the VA Hospital, etc.

D. Media/Promotions (Thurston, Ezell)

1. Press Releases/Media Contacts

Chairman Gilliss said that they have a person, Cody Meranda, who has prepared a press release that has been written and edited. Also, Trisha Lewis has agreed to come on the committee.

2. State of Logo Ownership

Thurston reported that the status of the logo ownership was holding up everything that the committee was attempting to do. Gilliss reported that they did have the Certificate of Trademark from the State.

Thurston said that she had spoken with Mr. Kidd and his feeling was that it belonged to the City and the City did not owe compensation to anyone for use of the logo.

Discussion was held on the confusion up to this point with use of the logo. Chairman Gilliss explained that the City had held a contest among artists in the community for design of the logo, with the understanding that there would be no compensation but they would receive recognition. She said that 3DI's design was selected and they were recognized. They are now saying that the City could not use the logo without 3DI being compensated, and that 3DI could use it for their own marketing efforts.

Gilliss asked if everyone was comfortable with moving forward with use of the logo; they agreed. It was suggested that Mr. Seman contact the City Attorney with any further concerns.

Thurston reported that Guy Roginson had also agreed to co-chair the committee, in place of Patti Ezell, and they would meet after the meeting to determine a committee meeting time/date.

3. Network building

Chairman Gilliss said that they were trying to establish ways to have standard communication.

a. Social media

Chairman Gilliss reported that Mr. Roginson had agreed to take on these efforts.

b. Private sources

Chairman Gilliss said that it was one thing to have a social media where people were looking for those kinds of announcements, but they also wanted to set up a network for those participating in the organization, and allow them to use their website to announce events. It was suggested they consider using the city water bills and Chairman Gilliss was told that would need to go through Mark Woodfill.

Ruffner reported that by the end of April the website "showup.com" would be up and running with Prescott as a member, and it was being done through Jane Bristol at the City. Roginson said that he would work on the e-mail/web page.

E. Executive Group (Gilliss, Ruffner)

1. Volunteers

Chairman Gilliss reiterated the need for everyone to attempt to find volunteers. She said that she would also like to find a grant writer that would be willing to assist them. It was suggested that Paul Baskin with grantstoyou.org be contacted.

2. Tribal Relations

Chairman Gilliss said that she received some communication from Karen Churchard of the State and they suggested that she meeting directly with the Tribes. She then met with Jim Noe, Business Manager of the YPIT, and he said that he did not think they would

be interested in participating. He said that they could write a letter and/or make a presentation to the Tribal Council, but did not think it would go anywhere. She said that she has a neighbor, who was a friend of his, who said the same thing.

It was agreed that Chairman Gilliss should make an official invitation to the Tribe and leave it in their court on whether they wish to participate. Chairman Gilliss said that she would send them a letter.

3. AHAC Business [Att-IV-E-3]

Gilliss said that the minutes of the 11/5/09 meeting gave some insight into the State's thinking and reinforced what had been stated at the Summit. She said that the important point was that the commemoration would officially begin in September of 2011. She said that based on that there were two things to be considered by the Committee.

First, they were talking about having their Legacy Project begin in the newspaper in February of 2011 and running for 52 weeks, during which the book would be published and available for sale in February 2012.

Second, they need to reevaluate whether they wanted to be partners with the Elks for their 2011 celebration in February since the Centennial would not be kicking off until later in the year.

After brief discussion it was agreed that the Committee would not be partnering with the Elks Theater in 2011.

Chairman Gilliss reported that there had been a shift at the state level on how they were handling projects. She said that the last they heard was that there were Legacy Projects (sanctioned by AHAC) and events (to be handled by the AZCC). It has now changed in that the Legacy Projects are still the child of AHAC but the AZCC is now going to have projects and events, so there would be three opportunities to go to the state.

Gilliss said that the AZCC wants to take a dynamic approach and will be working with the State of New Mexico as they celebrate their 100 year anniversary the same year.

She said that the two people work on Legacy Projects for the state have indicated they were having difficulty maintaining communication with those that have approved projects.

She reported that the statutory members were required to contribute \$999 annually to the operating fund of the commission, but she did not know who the statutory members were. Additionally, member agencies were allotted \$3,000 for their projects: Commission of the Arts, Office of Tourism and the State Libraries Humanities Council.

She said that they would be having an outreach meeting on Friday that she could not attend, but Ann Sterling, Chairman of the County's Committee, was going and promised to keep her apprised.

4. Churchard Communication [Att. IV-E-4]
5. Governor's Centennial Summit, Feb. 17, 2010 [Att. IV.E.5]

Chairman Gilliss reported on the Governor's Centennial Summit which she had attended. They announced the official dates, talked about the kinds of projects that the AZCC was doing statewide; there would be a Centennial Museum in the Shrine Auditorium and the middle of the road on Washington at the capitol mall would be renamed Centennial Way. They will be cleaning the copper dome at the capitol and they would also be cleaning up the agreement on historic markers.

She said that they looked into centennial license plates but it would not be fiscally viable. They hope to have a tree planting come out of the state budget with trees being planted to cities.

It was mentioned that they were hoping to have the stamp unveiling in Prescott. Additionally, they talked about the "copper chopper" which would tour the state, selling chances to win the bike to be drawn on Centennial Day.

They also talked about the three major cities that were previously capitols holding major events. They have decided the date in Prescott would be in September 2011. The events would be held in the model of a "festival" similar to Tucson Meet Yourself, where all of the organizations in town would participate. She said that she was not sure how it would work in Prescott. Thurston noted that they already have such an event scheduled in September with the Thumb Butte Festival.

The rodeo representative indicated that they were looking at the entire week in 2012 for celebrating.

6. City Council Report

Chairman Gilliss said that it was time to go back to the Council for a quarterly report and there were things that she planned to ask for such as funding and the elimination of fees for those organizations wanting to use City facilities for Centennial celebrations.

Ms. Burke indicated that there was no funding available. Lopas added that the council does not usually answer those types of things. Ruffner suggested that they include the Prescott Downtown Partnership.

Chairman Gilliss asked Lopas to set up a meeting with Sharon Bell, City staff and the Prescott Downtown Partnerships.

Gilliss said that one of the first things the Committee was directed to do was attempt to have Prescott designated by the State as the State's Centennial City, but Churchard had recommended they not do that so she would be reporting that they were unable to accomplish that task.

V. Ad Hoc Project Group Reports

A. Stamp Project (Sente, Ruffner)

Chairman Gilliss reported that the City's stamp project was now operating under the County's program. Ruffner said that they had not met recently but she was writing the application to AHAC for a Legacy Project for the County. Gilliss said that Churchard was trying to get an answer from the State Department of Education on whether it would be K-8 or just fourth grade for the curriculum.

Ruffner said that the County plans to go to individual teachers. They were talking about having a temporary postal station in a lot of places around the County on a particular date/time. She said that the Elks Opera House Foundation intends to set up a pictorial postmark opportunity in the lobby, with a temporary retail station, once the postmark is approved by the USPS. She asked if it could be the Prescott logo. She said that Mary Liggitt with the County Committee plans to have a design contest, which is the second part of the project.

Gilliss said that Frank Sente had agreed to Chair the City's subgroup on this project; Ms. Ruffner said that they would be collaborating with the County.

B. Library Viewerie Project (Thurston)

Thurston reported that they have two artists that are working on this project. They are already doing their homework and she had given them the contact information Ruffner for use of items from the Elks Opera House. Discussion was held on the need to change the dates for use of the viewerie since the official dates had changed.

VI. Advisory Member Reports

A. Thompson

1. Grants
2. Air Show
3. Other?

B. Lin

1. Media "Blast"
2. Other?

C. Summarco

1. Introduction
2. Other?

VII. Adjournment

It was noted that due to the delay in the February meeting being held, the next regular meeting would be on March 15. Since that was such a short time-frame it was agreed that the regular March meeting would be cancelled and the next regular meeting would be April 19, 2010 at 1:00 p.m.

There being no further business to be discussed, the meeting of the Prescott: The Arizona Centennial City Committee held on March 3, 2010, adjourned at 2:39 p.m.

Dr. Barbara Gilliss, Chairman