

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF MONDAY, APRIL 19, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, APRIL 19, 2010, IN THE 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; Deborah Thurston; Elisabeth Ruffner, Dave Maurer; Sharon Bell; James C.T. Pool; Nancy Burgess; Guy Roginson; and Councilwoman Lora Lopas.

MEMBERS ABSENT: Mick Fetty; Paul Madden.

GUESTS PRESENT: Bill Thompson; Frank Sente.

STAFF PRESENT: Gary Kidd.

II. Approval of Minutes of March 3, 2010 meeting.

Ruffner offered two corrections: Item E. 3 paragraph three, "Elks" vs. "Elk" and Item E. 5, paragraph one, "Shrine" vs. "shrine." The minutes were approved as corrected.

III. Committee Membership (Gilliss)

A. New Members:

1. Paul Madden, Professional Category: Attorney (Ret.)
2. Dr. Sue Sammarco, Advisory Member, Yavapai Community College

Neither member was introduced, as both were absent.

B. City Resolution No. 4009-1039: Policy re Board, Commission, and Committee Memberships (Previously mailed from City Council)

Gilliss reminded Committee members that the process described in Resolution #4009-1039, which was recently adopted by the City Council requiring Committee vacancies to be handled through the Council's

Appointment Committee, will likely take at least a month. She expressed the hope that Committee members will avoid resigning. She also reminded members that, as stated in the Resolution, being absent for two consecutive meetings without prior notification, or missing more than 30% of meetings in a 12-month period, will result in being removed from the Committee. She expressed her hope that members would attend regularly.

Gilliss also noted that committee terms are now set to expire in March of 2012, a month after Statehood is official, and that it will likely a busy time for Centennial events. She urged members to re-apply and to continue with the Committee beyond the expiration date.

IV. Standing Group Reports

A. Community Outreach (Fetty, Gilliss)

1. Presentations

Gilliss reported that Fetty had resigned from the Committee, as his work schedule would make it difficult for him to comply with the directives re absences. He said, however, that he would keep his commitment to speak with the Kiwanis Club as soon as their auction is over as well as with Toastmasters and the area Boy Scouts, both groups with which he is affiliated.

Gilliss continued that she had made a presentation to the Prescott Chamber Players, out of which had come an invitation to speak to the Aztlan Masonic Lodge next month. She encouraged Committee members to approach the groups they belong to and schedule presentations.

2. Information/Invitation e-mails [Att. IV-A-2-a & b]

Gilliss reported that volunteer, Jacque Holladay, has been putting e-mail addresses into an appropriate format to send out Information/Invitations to over 500 addresses. Attached will be fillable forms which can be returned via e-mail to indicate interest in participating in the Centennial. Those interested will receive additional information via an e-mailed response and given the opportunity to register for participation.

B. Legacy Project (Burgess)

1. City Legacy Project Application (previously e-mailed by Burgess)

Burgess reported that the application for the City Legacy Project was mailed to the Arizona Historical Advisory Commission (AHAC) on March 27, 2010. She noted that the group only meets three times a year, there may not be a response for some time. She also noted that she had received a support letter from Tim Wiederaenders at the Courier dated April 10 which was too late to include with the application, however she will forward it to the Commission to be included with the application.

Note: Later in the meeting Gilliss announced that she had just been handed a letter from AHAC that Burgess' application, dated March 31, 2010, had been received and "forwarded to commission members for their consideration," that a committee would review it, which may take 30-60 days, then make recommendations. The letter confirmed that the Commission meets quarterly to consider certification and funding requests and that the next meeting will be in April 2010 on a date to be determined.

Burgess continued that she has identified a list of topics to be considered for the 52 articles (chapters) for the project book. She said that she and Gilliss need to meet to hone the list. Gilliss added that Ray Newton and Jim Pool, members of the project committee, would be asked to participate. Maurer asked if the project group would determine the 52 topics or if they would be asking for input. Burgess responded that she is continuing to get topic ideas from interested people and is open to getting more.

In response to another inquiry from Maurer, Burgess explained that the 52 authors would be sought from those at Sharlot Hall Museum who write the "Days Past" articles, and that she is familiar with other possible authors. In addition, teachers and students in the writing classes at Yavapai College, Prescott College and Embry Riddle would be asked to submit pieces.

Burgess added that, from the full length chapters, shorter articles would be used in the newspapers.

Gilliss said that they were expecting to have 52 different authors and plan to have articles that to span the Centennial time frame, perhaps even going back to geological formation of the area then continue to the present.

C. Local Projects (Bell)

1. Responses to Information/Invitations [Att. IV-C-1-a & b]

Gilliss reported that, following the first phase of sending Information/Invitations out to organizations and receiving indications of interest in return, the second phase, responding to interested groups with more information and requesting participation/registration, needs to be developed. Bell noted that the Project Support group is in a holding pattern until the first mailings go out.

2. Volunteers/Mentor/Project Support Team

Gilliss noted that volunteers to serve as project mentors or supporters will be needed. A training program to assure appropriate support will be developed.

3. Cornerstone Dedication (Lopas)

Lopas reported that a cornerstone containing a time capsule was set in City Hall in the 1960's and that it is scheduled to be opened with a Centennial celebration in 2012 which will include a number of various activities. Ruffner added that the cornerstone was set in October of 1962, a celebration ball was held in December of 1963, and the dedication of the City Hall building took place the next day.

Lopas continued that she is working on a Centennial project to have a life-sized bronze placed in an open space on White Spar Road. She also noted that she has learned of an Arizona Statehood Centennial Tour in Jerome and that she would like to see replicated here

4. World's Oldest Rodeo Theme for 2012

Gilliss reported that the World's Oldest Rodeo Association has adopted as its theme for the 2012 parade the City's Centennial motto: "Prescott...Where it All Began." She thanked the group for making that designation.

D. Media/Promotions (Thurston, Roginson)

1. Clarification of Logo Ownership/Use (Kidd) [Att. IV-D-1]

Kidd reported that after doing some research he had sent a letter to Mark Seman, designer of the logo and owner of 3Di design firm,

stating that the City had trademarked the logo and the slogan. Kidd subsequently received a copy of a draft letter sent to Steve Norwood, City Manager, which suggested Seman's willingness to relinquish his company's claim to licensed use of the logo, however, claiming that, because his company had obtained a federal copyright, they continued to hold artistic rights to the logo. Kidd stated that his understanding was that 3Di wanted to form a public/private partnership.

Kidd continued that his research showed that the intent was for the logo to be donated to the City, and he stated that he had hoped to solidify the City's licensing rights. Due to Seman's claim, however, he has not been able to do that. Kidd suggested that the Committee move forward with the design of a new logo with clear ownership rights. He added that a meeting to discuss the issue has been scheduled for tomorrow and that he would meet with the 3Di group if the Committee wanted him to continue to try to come to some agreement. He said he would abide by whatever decision the Committee made.

Roginson recommended that the Committee forego the current logo. He stated that a new logo could be designed in about two hours and that he would volunteer to be involved with that. He also cited the fact that Seman's group has established some URLs to control Centennial-themed web sites, and that they are not likely to relinquish the logo. He recommended concluding all relationship with 3Di and moving on to developing a new logo.

Gilliss said that she would like to consider allowing Kidd to meet with 3Di, and if nothing could be resolved, to then move on to developing a new logo. Ruffner said that she supported Roginson's position and suggested the committee vote on abandoning the prior logo and starting with a new design.

Ruffner asked Kidd how difficult it would be to rescind the original design, and Kidd replied that it would not be difficult to file a request to rescind it. He noted that the committee would need to take a new logo design to Council for them to approve.

Bell said that she agreed with Roginson. She noted that both the Committee and Mr. Kidd have spent a great deal of time on the matter and that if it were settled quickly, merchandise could soon be available for sale in several locations, including that of her new employer, the Prescott Area Convention and Visitors Bureau.

Discussion was held on whether adoption of the new design could be on the next Council agenda; however it was noted that the agenda would be finalized within a few days, which would not allow enough time to create a new logo, have it reviewed by a marketing sup-group, and approved by the Committee. It was suggested that a new logo design be targeted for approval by the next Centennial Committee meeting in May, and then presented at the following City Council meeting, if approved.

Discussion continued. Kidd noted that there will remain an issue if 3Di's uses the original logo design for any purpose, as it includes the City's trademarked slogan. He concurred with Ruffner's observation that a court would have to make a decision regarding the legality if that occurred. Burgess noted that 3Di might use their logo without the City taking any action against it, and Kidd stated that the City would retain and use its trademarked slogan. Gilliss noted that it is to be the title of the City Legacy Project's book.

After some additional discussion, a consensus was reached to forgo any further negotiation and to conclude all relationship with 3Di and to develop a new logo to include the City Centennial slogan.

Continuing on the topic, Thurston asked if 3Di could insist that the City use their design. Kidd responded that that was possible, as joint use seemed to their intent, but that the City has a right determine what logo it wants to use.

Gilliss asked if a public announcement should be made that the original logo would not be used, and Kidd recommended just moving forward and presenting a new logo design to Council for approval. Roginson added that, as a contributor to the new design, he would not expect any recognition.

Burgess asked if a new design could be prepared and accepted by Committee consensus via e-mail in time for Gilliss' scheduled report to Council on April 27. Kidd responded that the deadline for that meeting's agenda is today, so that would not be possible. Bell noted that May 11 would be the next Council meeting and that might be possible.

Ruffner suggested moving ahead with a new design and working with the County, whose attorney is drawing up guidelines for use of their logo for both non-profit and for-profit organizations, then scheduling a presentation to Council when the logo and plans for its use are ready. Kidd said that he would help with that process.

Roginson observed that Ruffner was suggesting including documents to insure City licensing of the logo, and he recommended that the logo be approved first and that attention then be given to using it in merchandising and manufacturing, including licensing. Gilliss added that a prototype of licensing agreements might also be available from the State Centennial Commission, as they plan to license their logo for selected merchandise with the intention of selling items to local agencies at cost, with mark-ups on sales prices be kept as local income.

Maurer asked if the runners-up in the original logo design contest might now be given consideration. Gilliss and Thurston both recalled that those designs had not been preserved.

E. Executive Group (Gilliss, Ruffner)

1. AHAC

Correction: The above title should read "AZCC" (vs. "AHAC")

- a. Gilliss reported that the Arizona Centennial Commission (AZCC) will sponsor three "Best of Arizona" Festivals, one in each of the cities which have served as capitals. The Prescott Festival will be the first, to be held in September 2001, celebration – partly due to being the first capital and partly to avoid colder weather later on -- which will make Prescott the kick-off City for the statewide Centennial celebration. The festival will be modeled after the Best of Tucson Festival, where artisans and organizations of all kinds are highlighted.

Thurston continued that this model resembles Prescott's Thumb Butte Festival which is sponsored by the Prescott Area Arts and Humanities Council (PAAHC) and which is traditionally held the fourth weekend in September on the Plaza. After a short discussion, the Committee agreed for Thurston, as chairman of PAAHC, to work with AZCC to correlate the two festivals and to schedule the Plaza for the fourth weekend in September 2011 with the County and/or Prescott Downtown Partnership as soon as possible to secure the space. Gilliss said she would contact AZCC Director, Karen Churchard, to assure that the date was okay with her, as she had previously been given the dates for the previous weekend, and that she would also talk with County Centennial Committee chair, Ann Sterling, about these plans

b. "Planning Toolkit" [Att. IV-E-1-b]

Gilliss reported that AZCC had published a Centennial Planning "Tool Kit" with guidelines for Centennial activities and that it should be available on their website soon.

Gilliss also reported that she had asked Churchard for guidance on a number of things that aren't covered in the Toolkit. She learned that: 1) AZCC will not determine if events can charge participation, attendance or other fees. That decision can be made by the sponsoring group(s); 2) It is hoped that the State will completely fund the Best of Arizona Festivals without assistance from the local groups; and 3) Guidelines for use of Centennial logos will be forthcoming.

2. Tribe (previously e-mailed by Gilliss)

Gilliss reported that, although she has not had a direct response to her letter inviting the tribe to participate in the Centennial, she has learned from Tribal Business Manager, Jim Noe, that at the first meeting where the topic was raised, it was deferred to the next meeting to include absent members. At the second meeting it was assigned to the tribe's Culture Committee, chaired by Linda Ogo, to consider. Mr. Noe said he would contact Gilliss again when he has further information

Burgess said that Ogo was her number one choice for writing an article about the tribe for the Legacy Project.

3. Grant Writing

Gilliss reported that she has a friend who is a professional grant writer who is checking to see what local grantors might have money available for Centennial support. Gilliss noted that the Committee needs to identify a person willing to engage in grant writing for Centennial funding.

4. Report to City Council [Att. IV-E-4]

Gilliss reported that in addition to bringing the Council up to date on Committee actions and progress, she intends to: 1) alert them to the need to approve a new logo, and 2) suggest the need for evaluating the relationship between the Centennial Committee and the new City Tourism Department.

V. Ad Hoc Project Group Reports

A. Stamp Project (Sente)

Mr. Sente, who, on behalf of the City Centennial Committee is working with the County Committee on the Centennial Stamp Project, reported that on March 19 he met with Ann Sterling and Mary Liggitt from the County and Tim Carter, Yavapai County Superintendent of Schools, to discuss how he might help implement the project throughout County schools, including those in Prescott. He stated that Mr. Carter was very receptive to the project and said that he would be happy to pursue it through existing school channels and to obtain funding for it. Sente reported that since that meeting Mr. Carter has confirmed that funding is in place to cover whatever expenses may be incurred such as supplies, postage, and the like.

Sente continued that at the meeting it was decided that, in conjunction with the US Postal Service issuing a Centennial Stamp, fourth grade students (which is the year for studying AZ history) will be given the opportunity to design an envelope cachet which is to depict some aspect of AZ history, to address the envelope to themselves or a selected recipient, then to affix a Centennial stamp and have it cancelled on Statehood Day and mailed. The project is intended to enhance students' knowledge of AZ history as well as to provide them with a self-designed, personal memento of the Centennial.

Sente said that for older students, Carter suggested adapting the District's annual art contest to design a holiday greeting card to focus on a Centennial theme. In addition to cash prizes, the winning card serves as the District's holiday greeting to those on its mailing list. Carter also suggested that the original art work be required to fit into an envelope which can be affixed with a Centennial Stamp and returned to the artists so they will have personal commemoratives of the Centennial.

Sente said that another meeting of the group will take place next week to establish timelines and identify expenses. He noted that the project is expected to be carried out during the 2011-2012 school year, with the cards and art work being produced prior to the 2011 holiday season and being cancelled and mailed on February 14, 2012.

In response to Roginson's question, Sente explained that a cachet is an artwork design, a poem, etc. which is printed or hand-drawn on the left side of an envelope.

Regarding the unveiling of the Centennial Stamp design, Sente stated that the stamp is likely to be issued around Statehood, which would be in

February of 2012, and that the design is usually unveiled four to six months prior. Gilliss noted that it is hoped that the design will be available to be unveiled as part of Prescott's Best of Arizona Festival in September 2011. Sterling will be meeting with Churchard and a USPS representative to try to get the date determined.

B. Library Viewerie Project (Thurston)

In response to Gilliss' inquiry, Thurston confirmed that September 2011 has been scheduled at the library for the Centennial Committee to have full use of the entire Viewerie. She also reported that two artists are co-chairing the project and will begin putting plans together right after Mother's Day. Gilliss reminded the group that, at the last meeting, Ruffner had mentioned that some artifacts are available from the Elks Theater, and Thurston said she has asked the artists to contact Ruffner.

VI. Advisory Member Reports

A. Thompson

Thompson offered the following suggestions regarding the Stamp Project: 1) to scan in students' designs and art work for display on the Centennial web site in order to continue awareness of and stimulate involvement in the Centennial, and 2) to be sure to include charter and home schools.

Gilliss noted that having a Centennial web site separate from the City site was another issue she intends to bring to the Council meeting. Lopas stated that it would not be necessary to get permission for a separate site but that there are no City resources to design or maintain it. Roginson stated that the topic would be discussed at the Marketing Group meeting.

Thompson continued, suggesting that art work entered for judging at the County Fair might also be focused on Centennial themes.

B. Lin

No report.

C. Summarco

No report.

VII. Adjournment

There being no further business, the meeting of the Prescott: The Arizona Centennial City Committee held on April 19, 2010, adjourned at 2:30 p.m.

Dr. Barbara Gilliss, Chairman