

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF MONDAY, JUNE 21, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, JUNE 21, 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, Paul Madden; Nancy Burgess; and Councilwoman Lora Lopas.

MEMBERS ABSENT: Dave Maurer; Guy Roginson; James C.T. Pool; Flo Day.

GUESTS PRESENT:

STAFF PRESENT: Liz Burke.

II. Approval of minutes of May 17, 2010 [Att. II]

Minutes of the May 17, 2010 Committee Meeting were approved as circulated.

III. Guest Speaker: Karen Churchard, Director, AZ State Centennial Commission

A. Best of Arizona Festival: Prescott

At 2:02 p.m. Karen Churchard, Director of the Arizona Centennial Commission, Mandy Wimmer, Deputy Director of the Arizona Centennial Commission, and Ken Kozial with Entertainment Solutions, who is on the special events committee, arrived and Ms. Churchard gave a brief report

She reported that earlier in the day she had met with different community leaders regarding the Best of Arizona Festival which is scheduled for September 16-18, 2011. Their intent is that it would be the state's first public event of the Arizona Centennial Commission, and they hope to involve the unveiling of the artwork for the commemorative stamp.

She said that the purpose of the festival is to bring entertainers from Arizona, some nationally-known, and share the arts, crafts, food, wineries, breweries, etc. elements of Arizona with those attending. They plan to reach out to existing festivals they are aware of and as them if they would

be interested in participating in all three of them. The second will be in October 2011 in Tucson and the final will be on February 10-12, 2012 in Phoenix. She said that they will not be charging them to have a booth, but are also hoping that the event will be free.

She said that they will be working with the Thumb Butte Festival people to consolidate their festival that year with the Best of Arizona Festival. She said that it will primarily be around the courthouse. She said that earlier in the day they walked down to the Sharlot Hall Museum, down Goodwin, the backside of Mile High Middle School, the Garage on Granite, etc. They will be meeting with Deb's people (Thumb Butte Festival) and work together on the commonalities. It will bring more attention to their event and to the Centennial. She said that they do not have all the details as this was their first initial opportunity to come up. They took some photos and asked if there was a poster-size aerial photograph that could be used. Burgess noted that they had an aerial with things identified that they used for the APA conference, that might be a good place to start.

Ms. Churchard said that another project, the Arizona Centennial Copper Chopper, is a custom made motorcycle which will be traveling throughout the state, beginning in October 2010. It will be unveiled during the second weekend of the Arizona State Fair and will visit the different county fairs.

It was noted that Luzius Copeland developed the first motorized bicycle and brought it to the Arizona Territorial Fair. They are hoping to tie that history to the Copper Chopper project. The actual bike is now owned by the Arizona Science Center. She said that it is an opportunity to raise money for the actual Centennial, with tickets to be sold for \$5 to win the bike.

Burgess noted that a lot of bike tours come through the Prescott area and there was also a Harley Davidson store in downtown Prescott. Ms. Churchard said that they are planning a Centennial ride to the Phoenix Best of Arizona Festival. When they are out traveling the nation and inviting people to come to Phoenix it will be advertised. Additionally, she would like to do a ride to Prescott and Tucson, but it is not on the priority list right now. Burgess noted that the owner of the Harley-Davidson store as he owns the ones in Mayer and Bellmont as well.

Gilliss said that they were encouraged this morning by Ms. Churchard to incorporate activities that they are thinking about doing during the weekend they were here. If they got their Legacy Book published in time it would be a great time to unveil it, or perhaps the unveiling of the statute (suggested by Member Lopas).

Chairman Gilliss thanked them for coming up to Prescott and giving their presentation.

B. Other information

IV. Committee Membership

A. Introduction of New Member Flo Day [Att. IV-A]

Member Lopas said that Ms. Day would try and make the meeting. She was attending the same meeting at which Member Lopas had just left early.

B. Comptroller Job Description

Gilliss said that they need a job description for the comptroller and needed input from the Committee members before she and Mr. Madden determine that. She said that they need to prepare some procedures for income they hope to generate and they need to make some decisions on any income they intend to spend.

Member Madden said that since their prior discussion he had been in contact with the City and they are going to have to work out some details and get forms ready to use for monies to be deposited and bills to be paid. He has made arrangements to go back in and spend some time with them to go through the City procedures.

Madden said that if anyone had items they needed reimbursement for they should contact him.

Gilliss reported that they had not yet adopted a policy about what was reimbursable but she has made a trip to Phoenix and Flagstaff. It was noted that those expenses would be reimbursable based on the City's policy, but they would need to come from the \$1,000 donation since there is no committee budget. Burke was directed to provide information to the Chairman and members.

Burgess said that they need to set a limit of approved expenditures so that anything over a certain amount needs to be preapproved. It was suggested that Burke circulate the City's information and everyone review and come to the next meeting with further comments/suggestions.

Member Ruffner said that she was not aware of the City having any committees handling funds independently in the name of the City. She is of the opinion that the volunteer CPAs they just recruited for the Elks Opera House Foundation would not mind taking on another project of

handling the income and disbursing the bills when approved by the Committee. Chairman Gilliss said that Kevin Kellogg has already set up an account through the City.

She said that it would be good to have a few people on Mr. Madden's committee if anyone was interested in helping with it. Member Madden asked if they envisioned any type of a fundraising committee. Chairman Gilliss said that they might and that would fall under the Comptroller's purview and if that did happen then they would need some additional members.

Member Madden said that at some point they will need to go out and raise money within the community. Gilliss said that they would be talking about that a little later in the meeting. She said that Member Bell has been working on that. It would primarily consist of donations, grants, and merchandising.

C. Yavapai College Advisory Member [Att. IV-C]

Chairman Gilliss said that she sent a letter to Yavapai College asking Dr. Horton to replace Sue Sammarco. The committee had agreed they would not get worked up about it until the fall when school was in session.

V. Standing Group Reports

A. Community Outreach (Gilliss)

1. Information/Invitation e-mails, Update

Gilliss reported that the person who has been doing the volunteer work sending out the e-mails has been out of town, but this morning she sent a long e-mail. She is preparing a spread sheet to determine who has responded. They have a number of names that they do not have e-mail addresses for, just phone numbers. She said that at one point Member Bell suggested that a volunteer could help with that. Additionally, Jackie said that she has been trying to chase down the reason why some of the e-mails going out have not been received. She had also suggested that they develop a Facebook page and Twitter account, both of which has already been done.

Thurston reported that the media committee has not been able to meet again; however, she and Mary Lin met with Ms. Burke to discuss issues related to the Facebook and Twitter accounts and the public records aspect of them. She added that Cat Moody

joined them for the meeting and she offered to set up a blog for them that would link to the City's website.

Gilliss suggested that they send out postcards to people that do respond. They may want to consider looking to spend \$500 for buying postcards and postage, and possibly get a printer to volunteer. Ms. Burke said that they have \$1,000 that has been donated; it is up to the Committee on how that money is spent.

2. Business Cards (Lopas)

Member Lopas reported that the Vista program she had mentioned previously they could get 250 free cards for an individual. To do a custom card with the City logo, it would run \$10 for 500 cards, which was extremely cheap. She would be glad to pay the \$10 and have the logo put on the card, with a line for someone to write in their name. It was agreed that she would move forward with ordering the cards, and including contact information and mentioning that they were looking for volunteers, projects, donations, etc.

B. Legacy Project (Burgess)

1. City Project, Update

Member Burgess reported that on June 10 she met with Jim Pool and John Langelier at the museum as she needed information from Mr. Langelier on the Legacy Project and the possibility of them producing the book. She said that the newspaper end of it was well set. She said that they are starting to get people pinned down to write the articles. She said that the Sharlot Hall Museum Press at this time consists of Mr. Langelier; they were not up and running as a press like they were years ago. He said that he could not commit to the book project on behalf of the Museum but should have a better idea in a couple of months.

She said that she asked him if they would do the column for Fort Whipple and he said that they could not provide any funding assistance, but they would work with the Committee with the photos and archives. They did want to be sure their photos were accredited.

They concluded that it would be most efficient for authors and project reviewers to have two versions of the topic submitted; one would be a 1,500 word chapter for the book, plus photos or illustrations, with the understanding that its publication was not

assured. The second would be an edited 750 word version for the Days Past columns.

Mr. Langellier encouraged them to go forward with the newspaper articles. He asked if they would be interested in having Andy Wallace write a column, which he was willing to do, and he would also going to help as an editor.

She said that after further discussion it appears that the only way to fund the book publishing would be through a grant or a large donation. She suggested that they consider doing an e-book as the costs would be minimal. She was not familiar with it, but it would at least put the information in the public domain.

Gilliss asked if they had arrived at the 52 chapters. Burgess replied that they were pretty much settled. She said that it will partly depend on the authors they find; they may have to combine or separate some things.

Gilliss asked if Ray was still involved with the editing. Burgess said that they would have four editors look at each one—Ray Newton, Dr. Wallace, herself and Jim Pool. They will be looking at their own areas of expertise.

Burgess asked if they were still going to try for the colleges and their classes to be involved. Burges replied that they were.

Gilliss asked if there was any possibility of having the Courier publish the book. Burgess said that she had not heard anything from them. It was agreed that Gilliss and Burgess would meet with Wiederaenders. Burgess noted that if they used the Sharlot Hall Museum Press they would just be using their imprint. Burgess said that she would first like to putt things together, matching up the names to lists, and after that they could meet with the Courier, prior to the next meeting.

2. Other?

None.

C. Local Projects (Bell)

1. Project Participation/Registration Process

Gilliss said that the rodeo folks had agreed to do a project and they would be working with them. She also noted that the Rodeo

received an award from the Governor's Office of Tourism for special recognition as such an incredible tourism treasure.

2. Mentor Volunteers

3. Other?

D. Media/Promotions (Thurston/Roginson)

1. Logo

a. New Design

Thurston reported that they had been working on various logos and she presented five different ones. The members and those in attendance were invited to vote on their favorite; #4 was selected as the official logo for the Centennial Committee.

b. Cancellation of Old Trademark with Secretary of State

Gilliss reported that Mr. Kidd's office had sent off the cancellation to the State for the old logo.

2. Guidelines for Use of Social Media

3. Activities to Date

Thurston said that they had not had another meeting yet as they were having problems getting everyone together due to the summer vacations.

Gilliss reported that Ann Sterling, Chairman of the Yavapai County Centennial Committee, was anxious to get the City's website linked to theirs.

E. Executive Committee (Gilliss)

1. Grants

Gilliss reported that Sharon Bell was going to call the sponsors to see if they were interested in being a sponsor or providing grants. Member Ruffner said that she had not had the opportunity to contact those she had volunteered to contact.

a. Potential Sponsors (Bell)

b. Potential Funders (Ruffner)

2. Northern AZ Centennial Summit Meeting [Att. 5-E-2]

Chairman Gilliss reported that this event had been cancelled due to the fires going on in the Flagstaff area. They will be rescheduled for July and they will notify them.

VI. Ad Hoc Group Reports, if any

VII. Advisory Member Comments, if any

VIII. Adjournment

There being no further business to be discussed, the meeting of the Prescott: The Arizona Centennial City Committee of June 21, 2010 adjourned at 2:17 p.m.

Dr. Barbara Gilliss, Chairman