

PRESCOTT: THE ARIZONA CENTENNIAL  
CITY COMMITTEE  
MEETING OF MONDAY, AUGUST 16, 2010  
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, AUGUST 16, 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 1:06 p.m.

MEMBERS PRESENT: Chairman Gilliss; Deborah Thurston; Paul Madden; Dave Maurer (arrived at 1:12 p.m.); Sharon Bell; Nancy Burgess.

MEMBERS ABSENT: Guy Roginson; Elisabeth Ruffner; James C.T. Pool; Flo Day.

II. Approval of Minutes of July 19, 2010 Meeting [ATT. II]

The minutes were approved by unanimous consent.

III. Committee Membership

A. Resignation of Lora Lopas

Chairman Gilliss reported that Councilwoman Lopas had resigned. She asked if the Committee needed to petition the Council to fill her seat. Burke replied that they were already working on that.

B. Yavapai College Vacancy

Chairman Gilliss said that they had three advisory members from the local colleges that do not vote but give good input. She said that the representative from Yavapai College was not long with the college and last June she had sent a letter to Dr. Horton, but had not heard anything. The Committee had previously discussed whether to contact him again and it was agreed to hold off until school started back up. It was agreed that Chairman Gilliss would contact Dr. Horton and ask that a new representative be appointed.

IV. Standing Committee Reports

A. Comptroller (Madden)

Chairman Gilliss said that Madden had been working on some draft forms for reimbursement of expenses. Madden said that he was going to wait until after the meeting to go see the Finance Director. He said the real question was who should be the one to approve the requests for reimbursement. He was willing to do that if the Committee wanted. Another logical person would be the Committee Chairman. It was agreed that Chairman Gilliss would approve reimbursement requests and the Vice Chairman would approve those of the Chairman.

Maurer arrived at this time.

1. Job Description
2. Travel Reimbursement Form [ATT. IV.A.2]

Discussion was held on when approval should be requested, before or after the expenditure was made. Chairman Gilliss voiced concern with two trips she had already taken and the related expenses. It was agreed that those expenses should be reimbursed.

After lengthy discussion, it was agreed that they would ask for requests to be approved ten days prior, but if there was an emergency the Chairman or Vice Chairman (where appropriate) could approve the expenditure.

Chairman Gilliss said that they would bring the job description back to the next meeting.

At this time they went to Item IV-F-2

(IV-F) 2. City Executive Meeting [ATT. IV.F.2]

Chairman Gilliss said that she had a meeting with the City Manager Steven Norwood, the new Tourism Director Don Prince and briefly with Mayor Kuykendall. They talked about the possibility of having the City's Department of Tourism take over some of the responsibilities of the Committee. She said that no one knows what that means just yet but she did get confirmation that the City would take on helping with the Best of Arizona Festival, which will be September 16, 17 and 18, 2011.

She said that in the e-mail from Mr. Norwood this morning the City would likely be helping with the smaller projects as well. Mr. Prince

assured her that they would be helping with the marketing. The City would not be responsible for planning and putting on the smaller functions. Each group would do that, but the City would be responsible for scheduling. Her vision was that they would have something exciting going on throughout the entire year.

Gilliss said that they talked about merchandising and Norwood was interested in that. It needs to be explored further. They will need Kidd's input to draw up contracts. She said that Norwood made the statement that if the City took on any of the projects they would be done the way the City wants it done. She asked for input from Committee members for future meetings with the City representatives. She said that they may need to have the resolution rewritten.

Maurer said that he did not think that any of them believed that the events would be done with the members of the Committee. Gilliss told the City that it would not happen with just the Committee members.

She said that she and Bell will still be very much engaged because they will be pulling together the smaller projects. Bell said that considering that the details have not been worked, she does not have much to comment on. She said that this was an opportunity for the City to shine and promote what Prescott stands for, what they are and what they do.

Thurston said that she was delighted that they would have help from the City, particularly with marketing. She started logging her hours about a week ago to help her Board of Directors, for them to understand her efforts going into the festival, and in one week she put in 37 hours. It is leading their organization to a point where they will restructure to accommodate that. She said that she has had quite a bit of contact with Karen Churchard and Ken with Event Solutions, and she added that Dawn Castenada has been brought in already with the Friday evening activity.

Mr. Prince said that they had discussed in their meeting having Becky Garvin help to coordinate the events and provide information. She will be a major asset as she does this type of work all the time. On the marketing side, everything they were talking about is an important part of what they will be doing. He did not want to overpromise and under deliver, but there were some opportunities for them. He would like to see a website for the Centennial. Those were things they will be looking at. They do not have an ad agency in place yet, and that will be contracted out.

Gilliss asked Mr. Prince if it would be fair to say that when they met next month they would have a better idea of how they will help one another. Mr. Prince said that will provide time to bring Becky up to speed.

3. Fund-Raising Group

a. Nominees

Chairman Gilliss said that at their last meeting they were each asked to come back with suggestions of people who might be interested in serving on a fundraising advisory committee, or solicit funds, etc.

Thurston reported that Cindy Gresser from the Smoki Museum was interested in becoming involved in some way. Bell said that she had offered to help in that capacity, but the question that comes up is what they were raising the money for. She said that they need to clarify that.

Gilliss said that her first thought was marketing, but now that the City will be handling that she thought perhaps for helping with the smaller projects on a project by project basis.

Burgess said that they would need to set up some type of criteria where the groups had to bring their own money to the table. She said that they may want to develop a wish list of projects that the funding could assist with.

Bell cautioned them that they do not want to get into the fundraising business. They do not want to give the impression they were giving the money to anyone. They have their own things that need funding.

Gilliss said that they have the \$1,000 from Mike Fann and another \$1,000 committed from Jim Buchanan, and if they did merchandising there would be income coming from that as well. She has been telling the projects that they can charge admission.

Gilliss said that she spoke with a woman that suggested they cell bricks, for a Centennial Square, perhaps around the City block where they would be doing the time capsule.

Madden said that he has heard of a lot of things being discussed but no central plan or events. The only one he has heard of is the stamp project. He did not think they could ask for money without knowing what it was for and at this point he did not get a feeling that it was going to be brought together.

Thurston said that there had been some discussion with the Arts and Humanities Council about the grant funding for next year's cycle being allocated to projects specifically related to the Centennial. She said that Maurer has served on the grant panel for several years. They could use that same template for scoring those projects for the projects they talked about supporting. She would get the template to Burgess.

Maurer said that they had kicked it around for some time and they need to be extremely realistic. They were talking about funding projects a year from now and at this point they were talking about a process, a name or two. They will have not anyone raising money and yet they were asking projects to identify themselves now; the timing was off. He said that he thought it would be difficult to come up with more than a few dollars for some of the projects and he would like to see them take that off the table today, that they not fund the specific projects. They should keep the money they raise going toward the large projects that the Committee was talking about.

Burgess said that they have been going along with the premise that they were going to provide support for some of the projects, both in actual support and with funding. She thought they had taken on too much and she does not disagree with Maurer at all. She was supporting the concept that they agreed they were going to do by saying they needed criteria, but she thought all along that they were trying to do too much with too little resources.

Burgess said that it was not feasible to do everything they put on their list or what they would like to do. Her project was not moving forward at all as her committee is busy doing other things. They really need to focus on a few things and do them well.

Gilliss said that the intent was to have the individual groups put on their own events. To clarify, Gilliss said that they

would help with scheduling, and suggest venues and market the project when it is ready.

Burgess said that they were talking about mentors and that takes a lot of time. She felt it was important for them to do a few things and do them well. Gilliss said that the mentor would be a communication connection and she could give them training on how to do that. Burgess said that it still takes times.

b. Projects

B. Outreach (Gilliss)

1. Media Appearances

Gilliss reported that she was on the Tanya Show on July 22. She has backed off from setting up any more of those as it was getting too complicated. The Thumb Butte Festival was getting confusing to people because it was next year's festival that would be the Centennial Festival. She would go back out after this year's festival is over, and she would be happy to write some things for the newspaper.

2. E-mail

Gilliss reported on the most recent e-mail, where they received about 20% of them back, which she has been told was good. Bell is going to get volunteers to follow up on some of the ones that came back. She said that Jackie has resigned and she will try to find someone to take her place, but she was careful to keep track of those that did not go through. The other suggestion was that they have the Chamber of Commerce List and utilize the offer from the YCCA to send out an e-mail.

3. Business Cards

Gilliss said that she sent a message to Lopas, but has not heard back from her.

C. Legacy Projects (Burgess)

1. City Book Project

Burgess said that she had heard back from one of her volunteers after six weeks and she had to resend everything. Jim Was still in

England. Because she was not getting feedback she refined and came up with the 50-topic list. Gilliss sent her a list of people she thought might be good for potential writers. They still need to figure out how to do it. She needs to meet with Gilliss further.

Burgess said that she has done a little research on self publishing and that is a possibility. She was trying to figure out the costs involved. She needs to see what the product looks like but has not had any time to work on it.

Gilliss said that they have to be designated as a Legacy Project and they have had no feedback. Burgess said that the time was to move forward. Her next step is to draft a one-page guideline for authors explaining that they have two separate projects going on that are going to require them to write two separate things.

2. Other

Gilliss said that there is a second Legacy Project in Prescott, from the Prescott Quilters Group. They want to have a weekend of quilting all over town. Bell said that there were several big quilt shows already planned and suggested that they tie their project in with one of those.

D. Local Projects (Bell, Gilliss)

1. Follow-Up on State Projects [ATT. IV.D.1. a and b]

Gilliss said that she quizzed Mandie Winter, the associate of Karen Churchard about the items Lopas had reported on from the statewide conference. She said that the Penny Drive will be communicated to the schools directly by the State and once the historical markers funding is approved, they will have a system in place.

2. Street Banners [ATT. IV.D.2]

Gilliss reported that she got a hold of Jane Bristol with the City regarding the banners. She said that if they want to have banners with their own logo then that was a project they would have to mount and ask the City to get involved. She said that there will be some state banners available from the State.

Burgess said that they need to know what the State is going to do. Gilliss said that they will be available, but they do not yet know the cost. They need to have that information first. She said that it would

be nice to put them up after the Christmas ones come down and have up during the Thumb Butte Festival in the fall.

Madden said that a design would be the first step and that could be a project to raise money for. Burgess said that they could have them sponsored by specific businesses, etc.

3. Current Group Interests

Bell reported that after the second round of e-mails went out they have received some responses back, with 20-25 projects or potential projects. She said that she has maybe half that many volunteers willing to contact them. Right now she would like those people to focus on following up on the 20% of the e-mails that did not go out and more importantly following up on those that did go out but did not respond.

Bell said that they will need to continue to send out the e-mail. Gilliss said that they were then moving on to Step 2, identifying the projects and project support.

4. Volunteers

5. Thumb Butte Festival (Thurston)

Thurston reported that Ken from Event Solutions attended their Thumb Butte Festival meeting and was real happy with what was going on with plans. There were currently 15 locations involved in the festival around the City. She said that Ken and Karen Churchard will be attending the Friday evening kick-off on the square, and also some of the venues on Saturday.

Thurston said that Dawn Castenada with the Elks Theater has agreed to come on board and help with the Friday night kick-off and there are ten different groups available for it. On the square the evening event will run from 5:30 p.m. to 11:00 p.m. with a huge variety of groups participating.

E. Media/Promotions (Thurston)

1. Logo [ATT. IV.E.1.a and b]

Gilliss reported that the new logo was registered and she had assured the City Manager that the first logo had been cancelled, although she had not yet received any confirmation to that effect.

2. City Centennial Web Site

Maurer said that he had offered to contact some of the web people in the Chamber, but had not done that, although he wants to talk with Don Prince since he had mentioned it earlier in the meeting.

3. Facebook

Thurston noted that the Facebook page had not been disabled and she had e-mailed and left a message for Mary Lin.

4. Radio/TV (Gilliss)

Gilliss reported that she would be working with Don Prince to get on the stations and do whatever they want her to do. In the meantime, Kim Kapin had asked her about doing a five-minute segment.

5. Merchandising

Gilliss reported that once she received the registration certificate from the State on the logo she forwarded that to Prince and Norwood to let them know they could get started. She said that they were also waiting for guidelines from the State on use of the state logo. She added that Roginson had an interest in being involved. Burgess said that it was important that they control the quantity and quality of the products.

F. Executive Committee (Gilliss)

1. Flagstaff Summit Meeting [ATT. IV.F.1]

Gilliss reported that she and Thurston planned to attend the Summit Meeting scheduled in Flagstaff and Prince planned to attend as well.

V. Ad Hoc Groups

A. Stamp Project

No report.

B. Other

VI. Advisory Members Comments, if any

Gilliss reported that she had asked Janice at the Sharlot Hall Museum to hold aside 12 copies of Civic Tourism under her name for anyone interested in reading it.

VII. Adjournment

There being no further business to be discussed, the meeting of the Prescott: The Arizona Centennial City Committee of August 16, 2010, adjourned at 2:48 p.m.

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DR. BARBARA GILLISS, Chairman

ATTEST:

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ELIZABETH A. BURKE, City Clerk