

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF MONDAY, SEPTEMBER 20, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, September 20, 2010, IN THE CITY COUNCIL CHAMBERS AT PRESCOTT CITY HALL, 201 SOUTH CORTEZ, PRESCOTT ARIZONA

I. Call to Order

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

MEMBERS PRESENT: Chairman Gilliss; Elisabeth Ruffner; James C.T. Pool; Deborah Thurston (arrived at 1:17 p.m.); Paul Madden (arrived at 1:05 p.m.); Dave Maurer; Sharon Bell (left at 2:00 p.m.); Nancy Burgess.

MEMBERS ABSENT: Flo Day.

STAFF PRESENT: Becky Garvin (arrived at 1:30 p.m.); Liz Burke.

II. Approval of Minutes of August 18, 2010 meeting [Previously Circulated]

Minutes of the August 18, 2010 meeting were approved as circulated.

III. Committee Membership (Gilliss)

A. Guy Roginson Resignation

Chairman Gilliss reported that Guy Roginson has resigned due to family health issues.

B. Vacant Positions

Gilliss continued that Lopas has also resigned, so there is currently no Council Representative on the Committee. In addition, two Advisory Member positions are open. Dr. Horton with Yavapai College has not responded to Gilliss' request to fill their position, and Bill Thompson of Embry-Riddle Aeronautical University has taken another position with the university so he is no longer involved in community relations. Gilliss noted that she has not pursued the vacancies due to Item C, below.

C. Committee Restructuring

Gilliss reported that Don Prince has suggested restructuring the Committee, recommending that it would benefit from having members more focused on tourism and generating visitors. For example, Prince suggested as possible Committee members, representatives of the Prescott Downtown Partnership, Prescott Area Lodging Association, Prescott Independents, an additional member from the Prescott Chamber, plus corporations such as APS and representatives of the media. Gilliss said that she had also suggested that staff members might become members, especially since Committee decisions are made by consensus rather than by voting.

Gilliss noted said that there may be some current Committee positions that would no longer be needed, such as marketing, for example, since the City will be handling promotional activities. She also called attention to a possible difficulty, that is, the Committee was created by City Resolution, which would have to be changed. Burke volunteered to prepare a new resolution to reflect whatever restructuring the Committee might develop.

Gilliss also noted that the Council had recently developed a new process for appointing committee members which would not work for the Centennial Committee, as it will need to invite people to join who represent specific organizations or have particular skills as opposed to inviting any interested person from the community to participate. Burke offered to look into how a more appropriate appointment process might be developed to meet Committee needs. Gilliss suggested that Mr. Prince, as the City Tourism Director, should be the one to invite new community members.

Discussion was held, and all agreed, that additional members with expertise who would be willing to work would be advantageous to the Committee. Gilliss noted that since the Centennial kick-off event is only a year away, it would be important to make these changes immediately.

Ruffner recommended that only members of non-profit organizations should be on the Committee. She suggested that corporations such as APS could provide volunteer staffing assistance, for example, but that they should not be actual members of the Committee. After a brief discussion, it was concluded that the Committee could include for-profit representation.

Thurston arrived at this time.

Gilliss said that she would meet with Prince to proceed with plans to restructure the Committee as soon as possible and would communicate recommendations to the Committee. Burgess stated that the number of committee members should be determined at this time, and Maurer suggested that a "not-to-exceed" number be determined. After brief discussion it was agreed that between 20 and 25 members, maximum, would be acceptable. Maurer said that he could recommend a second representative from the Chamber, but suggested that, if that were to become the case, other organizations might want to have two representatives as well. It was agreed that one representative from the Chamber would be sufficient.

IV. Standing Committees

A. Comptroller (Madden)

1. Job Description [ATT. IV-A-1]

Gilliss noted that a copy of the job description for the new Comptroller position had been circulated. She asked for comments and, there being none, the job description was approved as circulated.

2. Reimbursement Form [To be Circulated]

Gilliss reported that she and Madden are still working on the Reimbursement Form and that it would be distributed to Committee members for perusal when it is completed.

B. Outreach (Bell/Gilliss)

1. E-mails

a. Follow-up Calls

Bell reported that she is continuing to get the list of returned e-mails completed and working on getting volunteers to make follow-up phone calls. Gilliss asked Bell if she is engaging some of the volunteers who have been ready to help for some time, and Bell said that she is, however she wants to be sure the information she gives them to work with is accurate. She reported that she is currently preparing a series of talking points for volunteers making the calls.

b. Re-Sent

Gilliss said that the original e-mail that went out to over 500 addresses -- 20% of which were returned, which are those Bell is currently working on contacting -- was forwarded to a number of organizations such as the Prescott Chamber and the Yavapai County Contractor's Assn., who were asked to circulate it to their membership. Gilliss noted that this will be the last effort to try to create awareness about the Centennial through general means, and that it is now time to make a transition toward focusing on generating projects.

2. Video Release

Gilliss reported that a video developed under the direction of Kim Kapin, City Communications Director, which focuses on general information about and purposes of the Centennial, will be shown on Access 13 as well as the City website. She added that she has circulated it to those organizations mentioned on the tape and suggested that they continue to disseminate it. She encouraged Committee members to circulate it as well. She also reported that Prince has suggested that they do two more videos, one to stimulate projects and the other to encourage volunteerism, noting that the two topics might be combined

C. Legacy Projects (Burgess)

1. City Project/AHAC Review

Gilliss reported that she had been alerted by Dr. Langellier, who is a member of the AHAC Board, that the City's Legacy Project application for a book on the history of Prescott entitled Prescott: Where It All Began, which had been submitted months ago, was still not on the next meeting agenda. She learned from a phone call to an AHAC staffer, that the application had apparently been misplaced in the agency's system. It is now to be reviewed at the October meeting.

Burgess reported that she has developed the list of 52 chapter topics and that her committee has approved it. She noted that the topics are listed in somewhat chronological order, but not formally arranged. She said that she has also developed a list of possible authors from writers she has researched, but that there are still a lot of blanks.

Burgess continued that she has also drafted guidelines for the authors which she sent out to her committee and from which she received good feedback, so that she is now prepared to complete a comprehensive set of guidelines to distribute. She added, however, that she needs a comprehensive list of authors before she can send it out.

Burgess noted that time is running out on this project and that she is not able to work on it right now, stating that she needs substantial help and would appreciate someone taking over contacting the authors, most of whom can be found through Sharlot Hall Museum. Pool offered to take over this task.

Gilliss noted that there is a need not only to contact identified writers but that additional writers must be located as well. She asked, for example, if the Professional Writers of Prescott have been contacted. Burgess said that they had been approached indirectly, but that they were not interested. She added that colleges have not yet been approached, because school is just now resuming. Pool offered to contact the schools as well. Burgess suggested that some of the more well-known topics would be good for students, as information would be readily available for research.

2. Quilters

Gilliss said that the Prescott Quilters have been identified by AHAC as a Legacy Project, and she wondered if that project were under way. Burgess said that she had received an e-mail to which she responded, making some recommendations to the group.

3. Other?

No other Legacy Projects were known about for discussion.

D. Local Projects (Bell/Gilliss)

1. Thumb Butte Festival (Thurston)

Thurston presented a draft copy of promotional materials prepared for this year's festival, noting that the actual brochure was of high quality.

Garvin arrived at this time.

Thurston reviewed some of the Festival activities, calling attention to an after-party scheduled for Friday evening at the Hassayampa Inn. She said that, after a local business called her about not having been invited to that gathering, it was decided to hold a Saturday evening after-party as well, which will be held at Jazzy's.

2. Potential Projects

a. Responses [ATT. IV-D-2-a]

Chairman Gilliss called attention to the list of potential projects which was circulated with the agenda, noting that the responses were declarations of interest in participating but that specific project plans were not necessarily identified.

b. Committee Generated

Gilliss asked Committee members to identify at least one or more organizations of which they are members and to contact the groups' leaders to remind to them to be thinking about and committing to Centennial projects. She reiterated that projects are intended to help organizations educate the community about who they are and how they contribute as well as to attract interest and support for their mission and activities.

Gilliss continued, reminding Committee members that the State is recommending that each community carry out some specifically identified events which are to appear statewide. She reported that she and Prince had reviewed the State recommendations and that he agreed that the City would be responsible for some of those activities. One such event, a fund-raiser for the Centennial Commission, is inviting the Centennial Copper Chopper to the City and creating a large Biker event to stimulate purchase of raffle tickets for chances to win the Centennial bike.

Another recommended event is Happy Birthday, Arizona which is intended to ensure that bells and fireworks are present on February 14, 2012. Gilliss speculated that that event might be planned to coincide with the opening of Prescott's Time Capsule. Regarding other events, she said the Prince has also agreed that the City should be responsible for light pole Centennial banners and that, if a

Centennial Walk were to be constructed on a public walkway, the City would be involved.

Gilliss continued that another event the State has suggested in which the City would be involved, is the renaming of a City park to "Centennial Park." She noted that Councilwoman Lopas had previously suggested the placement of a statute on City property at the south entrance of town on White Spar Road which might be a candidate for being renamed.

Gilliss continued that some projects recommended by the State could be developed by the Committee -- for example, a Centenarian Breakfast. Gilliss announced that local restaurateur Augie Perry has volunteered to serve as chairman of that event. She noted that the first step will be to identify the Centenarians, which may mean going to the media for help. She added that the breakfast might be held at the Pioneer Home, although other venues are being explored.

Another Committee supervised project may be the replacement or refurbishment of Historic Markers, which a local Boy Scout troupe looking for an Eagle Scout project may adopt. In addition, local Rotarians, under the direction of Forester Mike King, may be interested in pursuing a Centennial Tree planting project.

Gilliss said that she has also approached the Yavapai County Contractors Assn. about the possibility of identifying some public area that could be improved as part of a state-wide "Keep Arizona Beautiful" program. Gilliss concluded by noting that she has heard from several local groups that want to do something, but have not yet identified specific projects.

Regarding Committee members calling people on the list of potential projects to encourage them to participate, Burgess said that she would like to be sure that community people are not bombarded with multiple phone calls. She suggested that each Committee member review the list and let Gilliss know who they intend to call. Gilliss agreed to respond to prevent any groups from receiving multiple phone calls.

Continuing with a recital of potential locally developed projects, Gilliss said that the AAUW is possibly looking to

identify 100 women who have been influential in the Community. YRMC may do a review of medical advances they have brought to the community. Song of the Pines, women's barbershop chorus, is interested in doing a barbershop weekend, and the local Kiwanis group has been approached about doing something for kids, which is their focus, perhaps teaming up with Chalk It Up to create sidewalk murals. She added that Melissa and Elisabeth Ruffner will be working with the Elks Theater event planners on the possibility of developing a series of presentations on Arizona and Prescott history via film and other visual media.

Bell left the meeting at this time.

c. Review of Previously Calendared Events

This item was not discussed.

3. Volunteers

a. Responses [ATT. IV-D-3-a]

Gilliss called attention to the list of volunteers who have responded to e-mails and newspaper articles, asking that each Committee member encourage people they know to volunteer. She noted that volunteer work will primarily be in the area of project support.

b. Resource Guide

Prince has offered to have the City help develop and disseminate a reference guide for volunteers – to have information available for them to provide to project planners.

E. Media/Promotions (Gilliss)

1. City Logo

Gilliss reported that, in addition to obtaining State Registration for the City Centennial logo, City Attorney, Gary Kidd, has applied for it to be Federally copyrighted.

2. Web Site/Facebook

Gilliss said that Prince has stated that he and his staff would be responsible for establishing and maintaining both a City Centennial

website and a Facebook account. She continued that she and Prince have met with a web designer who is currently developing a City site.

3. Previous Facebook

Gilliss reported that the previous Facebook account has been closed, that Mary Lin, Committee Advisory Member who had developed it, copied all of the pages and forwarded them to Burke who will maintain a record of them to comply with Open Meeting Law requirements.

4. Merchandising

Gilliss reported that Roginson is no longer available to assist with merchandising and that the City Manager is against having the City participate in merchandising. She continued that Prince suggested that an organization be identified which would be willing to take on such a project and that the Prescott Area Arts and Humanities Council is interested. Gilliss explained that PAAHC now has a paid staff person who is focusing on helping the organization grow and is interested in developing sources of income. She noted that the City Attorney will need to be involved in working out legal details and assisting with contractual arrangements.

Gilliss continued that decisions will also need to be made concerning the merchandise to be sold. A discussion was held on the need for up-front capital for funding, and it was suggested that that could possibly be the focus for a fundraising effort.

Cindy Gresser, President of PAAHC, who was present at the meeting, suggested that vendors might be willing to work out arrangements for a share of the proceeds. Thurston said that she has investigated some possibilities and that, with internet orders, items can be produced on request.

Gilliss noted that the City was taking on the marketing responsibilities for the Committee, so perhaps they could help with marketing merchandise as well as promoting projects.

F. Executive (Gilliss)

1. Business Cards

Gilliss reported that Lopas has not ordered Centennial Committee business cards, as she anticipated that changes might be made in the Committee with the appointment of the Tourism Director. A discussion was held on whether to have cards printed, and it was agreed that some could be ordered with only Gilliss' name on them. Gilliss said she would talk further with Lopas.

2. Flagstaff Summit Meeting

Gilliss reported that she and Thurston had attended the Flagstaff Summit meeting on behalf of the Committee and that Prince had attended for the City. Gilliss noted that the review of State recommended projects given by Karen Churchard, which she has heard several times, plus a report by a Flagstaff City staffer on their projects, had prompted her to begin to focus on starting some of the State recommended projects.

Ruffner asked if anything new was presented at the meeting, and . Gilliss replied that it was the same information that the Committee had received when Lopas reported after having attended the Tucson meeting. She added that it was good in that Prince was in attendance to hear about the State recommended projects. Ruffner suggested that any of the projects done in the City should reference the Prescott Office of Tourism.

3. City Staff Meetings

Gilliss reported that she has met with Prince and Garvin regarding plans and responsibilities for various projects, as mentioned earlier, and that she has talked with Prince about a number of other collaborative efforts.

V. Ad Hoc Groups

A. Stamp Project

Gilliss noted that, there being no one present to speak on the subject, she would report that she had talked with Frank Sente about the US Postal Service deciding that they did not want the First Day Issue of the AZ Centennial stamp to be held on February 14, 2012 because there would be too many other things going on. She said that Sente had confirmed

that that was not an unusual decision, stating that the USPS wants star billing, so they would be inclined to find another date. Gilliss said that she offered to Karen Churchard to have the First Day Issue in Prescott if they would like it up here. She also reported that the State is still lobbying for holding the unveiling of the stamp design at the Best of Arizona Festival in Prescott in September of 2011, if possible.

VI. Advisory Members

Regarding business cards, Prescott College Advisory Member, Mary Lin, suggested that the cards could be worded as a "call to action," to encourage people to find out more about the Centennial, to visit the website, and to participate. She added that when they are ready, she would like to have some cards to hand out at the college.

VII. Adjournment

There being no further business to be discussed, the meeting of the *Prescott: The Arizona Centennial City Committee* of September 20, 2010, adjourned at 2:18 p.m.

Next Meeting: October 18, 2010; 1:00 pm, City Council Chambers

DR. BARBARA GILLISS, Chairman

ATTEST:

ELIZABETH A. BURKE, City Clerk