

PRESCOTT: THE ARIZONA CENTENNIAL
CITY COMMITTEE
MEETING OF MONDAY, October 25, 2010
PRESCOTT, ARIZONA

MINUTES OF THE MEETING OF THE **PRESCOTT: THE ARIZONA CENTENNIAL CITY COMMITTEE**, HELD ON MONDAY, OCTOBER 25, 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 1:03 p.m. (a quorum was not present until 1:24 p.m.)

MEMBERS PRESENT: Chairman Gilliss; Elisabeth Ruffner; Deborah Thurston (arrived at 1:06 p.m.); Dave Maurer (arrived at 1:24 p.m.); Nancy Burgess.

MEMBERS ABSENT: Flo Day; James C.T. Pool; Paul Madden.

STAFF PRESENT: Don Prince; Liz Burke.

II. Approval of Minutes of September 20, 2010, meeting.

No quorum being present at this time; minutes were approved via e-mail on November 2, 2010.

III. Committee Membership (Gilliss)

A. Bell Resignation

Chairman Gilliss reported that Sharon Bell had resigned from the Committee as she had taken a new full-time position. Gilliss continued that no current Committee vacancies have been filled due to the next item on the agenda.

B. Reorganization (Prince)

1. Process

Mr. Prince reported that in conversations with Chairman Gilliss it was agreed that it would be advantageous to reorganize the Centennial Committee to work under the Department of Tourism and to appoint members involved and interested in promoting tourism.

Thurston arrived at this time.

Prince added that removing the Committee from being responsible for meeting City Council constraints would enable it to work more flexibly, including bringing in additional people as needed, and to better accomplish its mission.

He reported that he is currently developing a Tourism Advisory Council which will work directly with his office, with representatives from such groups as the Chamber, Prescott Downtown Partnership, Prescott Area Independents, Prescott Area Lodging Association and Prescott Area Arts and Humanities Council. He continued that the Centennial Committee would become a Working Group under his department, with assistance from the Tourism Advisory Council, and would continue to work with the County and State committees as well.

Gilliss responded that she was concerned about the time it would take to make the changes and that she hoped the process could be completed as soon as possible. She noted that it would take additional time for the Council to dissolve the current structure then to establish a new committee. Burke explained that the Council action needed to dissolve the Centennial Committee Resolution was not scheduled for the upcoming Council meeting, because the Committee needed to be apprised of the change prior to Council action.

Prince added that his Advisory Committee was nearly formed and that he was waiting to hear from the Prescott Downtown Partnership to name their representative.

Discussion was held on the structure of the Tourism Advisory Council and the Centennial Working Group. Gilliss noted that the Centennial Committee had not had much support in the past so she was looking forward to working with a group of people interested in providing energy and taking action on Centennial planning.

Prince said that he would be the leader, working with both the Tourism Advisory Council and the Centennial Working Group. Gilliss said that it sounded as though the new structure would provide needed support, leadership, resources, etc. for Centennial activities. Burgess disagreed, saying she thought it sounded as though the Advisory Council would be representatives from large and influential groups, but that the members of the Working Group would be doing all the work. Prince said that he would ensure that does not happen.

It was agreed that cooperative working relationships between the Advisory Council and the Working Group would need to be established. Prince said that, as Director, he would be working with both the Tourism Advisory Council and the Centennial Working Group and that he is intending to bring additional resources and interest from the Advisory Council to help the Working Group accomplish their mission, not to dictate to them.

Thurston remarked that it appeared that the Tourism Advisory Council would continue beyond the Centennial Committee, and Prince replied that that was correct. He said that the main change is that the Centennial Committee would be less constricted so that plans and decisions could be made without having to involve Council directives.

Maurer arrived at this time.

Gilliss noted that since it would be another two weeks until the Council dissolved the Centennial Committee Resolution, she is hesitant to work in the community, not knowing when it would be feasible to move forward. Prince said that the Tourism Advisory Council would be in place by the beginning of November and that he would like to see both groups get together informally at that time.

Gilliss also noted that once the Committee is dissolved, Prince would need to call the meeting as it would no longer be a committee to call meetings. She added that she was also not clear about changes in Committee responsibilities. Prince said that it did not matter who called a meeting and that everything that had been agreed upon in the past should continue to move forward, with those involved to continue to work as before. He added that he would like to eliminate the formal once a month meetings and meet as needed, noting that sub-groups working on specific tasks could also meet as needed.

After further discussion it was agreed that Gilliss would remain as chairperson of the Working Group. Gilliss said that she would like to be able to attend the Advisory Council meetings to assure collaborative effort and support for Centennial activities from that group.

Burgess stated that it would be important to have the colleges involved in the Working Group, not just doing their own projects. She noted that the prior Mayor's original idea of having Advisory

Members had not worked because they not specific tasks or involvement. Gilliss agreed, adding that it was important to bring in the younger point of view, and Prince added that those groups needed to be involved in all aspects of economic development and tourism promotion.

Burgess said that her philosophy about volunteers was that if they did not have a task, or their interest piqued, they would lose interest. She urged the new committee to define the role of the college representatives and to have the students involved in some way. Thurston commented that this would be a positive addition to the new structure.

Prince continued that he has reached out to the organizations he mentioned asking them to select their representatives, rather than the City appoint them. He reported that, as of now the Advisory Council has seven members and that the number could be expanded to as many as nine if the Tribe sends a representative.

Ruffner asked Prince what size he anticipated the Centennial Working Group to be and he responded that it would depend on what projects were being worked on rather than a fixed number.

Ruffner suggested, as an example, that the people working on the City's book project, currently four in number, should probably be members of the Centennial Working Group (CWG). Prince clarified that the CWG would have subgroups working on specific projects which could have anywhere from two to ten members.

A short discussion was held on who would need to be members of the CWG and who would not. It was agreed that there would be a core group, to include the chairman, which would decide what projects should be engaged in

The discussion concluded with the understanding that not all concerns could be addressed or solved at this time but that once the CWG gets together on an informal basis they could further discuss issues and find resolution to them.

2. Membership

There was no further discussion on this topic.

IV. Standing Committees

A. Comptroller (Madden/Gilliss)

1. Reimbursement Form [Att. IV.A.1]

Gilliss spoke about the draft of the Reimbursement Form that was distributed, pointing out two additions that were needed to clarify information the form required. A brief discussion concluded with the agreement that, once those amendments were made, the form could be put into use. Gilliss added that she would also get agreement from Committee Comptroller Madden and the City Attorney before utilizing it.

2. Merchandising

Gilliss announced that, following the directives of the City staff and attorney to identify a group to handle Centennial merchandising, versus direct City involvement, the Prescott Area Arts and Humanities Council (PAAHC) has agreed to take it on.

Cindy Gresser, PAAHC President, speaking from the floor, reported that she had been requested to draft a Memorandum of Agreement between PAAHC and the City, which she had completed and submitted to Prince who forwarded it to Mr. Kidd. She noted that there are some items that must be clarified and that, once the MOA has been finalized and signed by all parties, the project will move forward. Gilliss noted that the agreement was not circulated to Committee members because it needed Kidd's input before it could be acted on.

Gressler continued that, in the meantime, she is reviewing items that might be purchased for resale as well as seeking items that might be donated, adding that, once the agreement is in place, she will begin approaching businesses. She continued that it is her intention that both PAAHC and the Committee profit from the sale of Centennial merchandise.

Maurer asked if local businesses would be involved in selling the items as well as PAAHC directly, and Gressler responded that sales would begin by having PAAHC member partners sell items through their organizations. Ruffner said that she saw this affiliation as a large project being guided by both the Advisory Council and CWG, and benefitting from the expertise of businesses.

3. Fundraising

There was no further discussion on this topic.

A. Outreach (Gilliss)

1. Follow-up Calls

Gilliss reported that there had been a plan to make follow-up calls to obtain correct addresses for those organizations whose e-mails had been rejected, however Bell had not been able to take on the project. A brief discussion concluded with the agreement that the project should be mounted if a volunteer could be found to make the calls; however major focus should now be on identifying and stimulating projects.

2. Volunteers

Gilliss also reported that a number of people have volunteered to assist the Committee but have not been contacted to engage their services. It was agreed that they should be contacted soon to encourage their continued interest and that further suggestions for specific involvement could be made at the next meeting.

Later in the meeting Maurer suggested ideas for encouraging volunteers. He recommended, for example, that some volunteers might be asked to contact others to determine their interests and the length of time they might be willing to commit. Gilliss thanked Maurer for the good suggestion and noted that she hopes to establish a cadre of volunteers to serve as communication links to maintain telephone contact between the Committee and project groups.

B. Legacy Projects (Burgess)

1. AHAC

Gilliss reported that the Prescott book project, which was submitted to AHAC several months ago, was misplaced, and is now to be reviewed at the next meeting which will be held in November. She noted that the project group decided to go forward with the project whether or not the Legacy Project designation is awarded.

Burgess reported that progress on this project has been very slow and that she has not been able to work on it. Pool has been lining up authors for the 52 chapters, and it has been determined that

there may not be 52 Days Past columns as time is running out. She then reviewed the process as presented in prior meetings.

Burgess continued that if a publisher is not identified, it is possible that the book will be self-published. She said that the committee is currently waiting for a report from Newton who is exploring professional publishing options but that self-publishing looks like a good possibility. With self-publishing, it will be necessary to hire someone to manage the project. She noted that proceeds from books sold would come back to the City as reimbursement for up-front costs.

Burgess continued that the committee wants to involve the three colleges and have students, working with their instructors, author at least three chapters. She said that Mary Lin was working with her at Prescott College and that Susan Larson, at Embry Riddle, would be working with her as well. She added that she has not been able to get anyone from Yavapai College to return her calls. Ruffner suggested she contact Nancy Nelson, an adjunct faculty member.

Gilliss added that the book was adopted by the City Council as its Legacy Project, and that after costs are determined she will bring it back to Norwood for funding.

2. Meeting with Weideraenders

Gilliss reported that, in a meeting with Burgess and herself, Tim Weideraenders, Managing Editor of the Courier, agreed on an amended schedule for running the book excerpts, as time is running out to have them all completed and published before the Centennial kick-off, the potential date for completion and sale of the book.

D. Local Projects (Gilliss)

1. State Recommended

a. Thumb Butte Festival Report (Thurston)

Thurston reported that this year's Thumb Butte Festival was to have been a trial run for next year's Best of Arizona Festival, i.e. the Centennial celebration kick-off in Prescott, but that it did not have favorable results. She stated her opinion that never had so much effort gone into the event to have it been so unsuccessful.

Thurston continued that a number of things had contributed to the TBF lack of success including little volunteer help, lack of out-of-town promotion, fewer people in the down town area, other events scheduled for the same week end, and lack of general support. Although she considered the Friday evening event a success, she stated that she would not recommend the TBF as a kick-off event for the Centennial in 2011.

Gilliss clarified that the Tourism Advisory Council would likely determine if the TBF would be conducted next year, and that it would not be affiliated with the Centennial kick-off which would be a County-wide event conducted by the State Centennial Commission (AZCC).

b. Commissioned Music

Gilliss reported that AZCC has commissioned symphony, band, and choral music, written by local Valley composers, which is now available on their web site at no cost to any performing groups that want to use it. She continued that she made availability of the music known to local performing groups and has received good feedback, particularly from the conductor of the Prescott POPS Symphony.

c. Other

Gilliss reported that plans are being made by chairman, Augie Perry, for a Centenarians Breakfast which may be held at the Pioneer Home. The project intends to invite and honor anyone in the area born in 1912 or before.

Gilliss continued that a Scout is group is looking into replacing or refurbishing historic markers as a project, and that Mike King, US Forest Service retiree, is pursuing the possibility of local Rotarian groups planting additional trees around the City.

2. Local Committed/Potential

a. Sharlot Hall Museum

Gilliss reported that Sharlot Hall Museum will present their plans for Centennial events at the Committee's January meeting.

b. Smoki Museum

Gilliss also reported that a Smoki Museum project will be to have Sandy Moss recreate her portrayal of Kit Coury. The Museum has also offered their meeting room as a venue for Centennial events.

c. AAUW

The American Assoc. of Univ. Women is looking into writing and publishing a book about outstanding women in Prescott's history.

d. YCCA

The Yavapai County Contractors Association is developing ideas for a project, which could include a suggestion by Gilliss to upgrade the Citizen's Cemetery.

e. Time Capsule

Gilliss reported that a city-wide project will be to open a time capsule placed in City Hall in 1962 which is to be opened on February 14, 2012. She continued that currently she and members of the community who were present when the capsule was placed, are attempting to identify the specific location of the capsule. She is also working on developing additional activities to be featured at the opening celebration.

Ruffner noted that she had loaned Councilwoman Lopas a file of information on the time capsule. Gilliss said she would try to locate it.

f. Other

Gilliss also reported that the World's Oldest Rodeo is planning a project, and that artists are continuing to plan a Centennial display for the City Library Viewerie

Burgess left at this time.

g. Follow Up

Gilliss asked Committee members to encourage groups they are involved in and aware of to identify Centennial projects and to contact the Committee with their ideas and plans.

E. Media/Promotion (Gilliss)

1. Courier/Weideraenders

Gilliss reported that as part of her meeting with Burgess and Tim Weideraenders, she asked for support from the newspaper for attention to the Centennial. He agreed to run regular items in the paper, to be identified by the City Centennial logo, and to include Committee news, events and activity promotion, stories relating to history, and the like. The items will also include quiz questions on historic topics, with answers to appear in the next article, including recognition for those who responded with correct answers. She summed up that the idea is to keep people focused on the Centennial prior to and throughout the celebration.

2. Jerry Jackson

Gilliss reported that Mr. Jackson has offered to run Centennial related items in his regular column from time to time.

3. Radio/TV spots

Gilliss said that she has been asked by various broadcasters recently to appear and share the latest Centennial information, but that she has been waiting to hear more about the Committee restructuring. She added that she and Prince were in the process of developing a website. When asked for an update, Prince said that he had not heard back from the web developer but that he would contact her.

Thurston reported that Terry Niu and Karen Churchill are producing and co-hosting a new show on Access 13 entitled *Prescott Alive* and that they are always looking for interesting stories.

F. Executive (Gilliss)

1. Meeting with Staff

Gilliss reported that she recently met with Councilwoman Suttles, Mayor Kuykendall and Don Prince, which resulted in some of the reorganization ideas shared earlier. She noted that during that meeting, the comment was made several times that the City could not do too much because of the economy. She suggested that the Committee and decision-makers need to identify what is too much, especially in terms of generating events to encourage visitors. She

reminded the Committee that their charge from the City Council was to get as many people in the community involved as possible.

Gilliss noted that she had made a request for reduced prices at City venues for Centennial events, which was denied. She said that, although she understands that there are certain amounts that have to be charged so there isn't a negative cash flow, she personally finds it short-sighted not to encourage as many events as possible to bring interest and visitors to Prescott by providing support. She reported that Mayor Kuykendal's response was that he was sure that churches and other private groups would cooperate to provide space. Gilliss summed up saying that it was a profitable meeting in terms of sharing the kinds of things that need to be focused on.

2. Report to Council

Gilliss noted that it is past time for a Centennial Committee report to Council, and she offered to report on the current status as the Committee Resolution is dissolved. Burke suggested that it wait until the dissolution resolution goes before Council, and then perhaps to provide a written report.

V. Ad Hoc Groups

Stamp Project: Gilliss reported that the stamp project is proceeding and that it is primarily being led by the County, with Frank Sente representing City involvement.

VI. Advisory Members

Burgess introduced Susan Larson, Director of Marketing and Public Relations for Embry Riddle Aeronautical University, noting that she used to work for the City of Prescott.

VII. Adjournment

There being no further business to be discussed, the meeting of the Prescott: The Arizona Centennial City Committee of October 25, 2010, adjourned at 2:43 p.m.

ATTEST:

ELIZABETH A. BURKE, City Clerk