

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, JANUARY 17, 2018
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON JANUARY 17, 2018, IN THE LOWER LEVEL CONFERENCE ROOM,
LOCATED AT CITY HALL, 201 SOUTH CORTEZ STREET, PRESCOTT, ARIZONA.

A. Call to Order.

Chair Margo Christensen called the meeting to order at 11:16 a.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:	Absent/Excused
Margo Christensen, Chair	Matt Brassard, Vice Chair
Amore Cianciola, Secretary	Steve Bracety
Cindy Gresser	Tim Graham
Sheri Heiney	Ann Steward, Staff
Bill McCleary	
Fred Veil	
Kim Villalpando	

CITY COUNCIL LIAISON:
Councilmember Billie Orr

STAFF PRESENT:

John Heiney, Community Outreach Manager
Wendy Bridges, Economic Development Coordinator
Joe Baynes, Recreation Services Director (arrived at 11:17 a.m.)
Jessie Baker, Asst. Airport Director (arrived at 11:21 a.m.)
Heather Herman, Consultant, Front Burner Media (arrived at 11:36 a.m.)

C. Approval of December 21, 2017 Minutes.

**MOTION TO APPROVE DECEMBER 21, 2017 MINUTES BY CINDY GRESSER.
SECOND BY BILL MCCLEARY. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements. Committee members shared updates on recent and upcoming activities and events.

E. Current Projects.

1. Strategic Planning Details. Strategic Planning will be held on February 15, 2018, 10:00 a.m. – 3:00 p.m. at the Centennial Center. Staff and Committee Chair Margo Christensen will meet with facilitator Darla Deville ahead of time.

Committee Member Fred Veil inquired as to why an advisory committee would do a strategic plan, and John Heiney explained that the document would be advisory to council and to staff. The Committee discussed the desire to establish a mission and goals.

2. TAC Grants FY2019. John Heiney presented a brief overview of suggestions for a new plan that incorporates flexibility and simplifies the process. Other DMO models place a heavy emphasis on marketing, and some permit grant monies to be used for other expenses. Based on input from this Committee, suggestions include the charitable contributions portion of the application being deemphasized, and with involvement with other organizations and volunteers being emphasized, as well as scoring and timeline changes.

Committee member Amore Cianciola suggested including a mentor for each applicant to address questions and concerns, and noted it would provide an additional opportunity for relationship building.

Mandatory meeting requirement discussed. The Committee consensus is to keep the mandatory meeting requirement.

Committee Member Kim Villalpando inquired about the character limitations on last year's applications. Wendy Bridges noted that the City intends to use Seamless Docs again for the application submission process, and staff will work to ensure there are ample character allowances on the form.

Joe Baynes suggested the need to define the term "out of area" more clearly. The term is discussed and there is a consensus to use 75 miles as the definition.

F. Staff Reports

1. STR. The December monthly report was handed out. John Heiney noted large year over year increases in Rev/Par and ADR for December

2. Sales & Marketing Report. Heather Hermen presented Heather reported that she went to a tourism roundtable hosted by AOT recently and Australia is emerging as a strong potential leisure travel market.

Additionally, Heather Hermen noted that AOT will be conducting market research about leisure travel from Mexico. It will be a three-year study, and limited information will be made available to non-partnering DMOs.

AOT expects to have their marketing plan out in April, which is earlier than in the past. It was also noted that Prescott may have an opportunity to partner with Brand USA for marketing to Europe.

Arizona is partnering with them, and it would be desirable to target some specific publications that are at 1 million plus in circulation for advertorial and paid targeted advertising.

3. Community Outreach Manager Report. John reported that Ann Steward is currently at Go West conference, and has nearly 25 appointments with travel industry and media contacts. This is the first time in four years that Prescott has been represented at GoWest.

4. 2018 Upcoming Meetings.

a. Strategic Planning: February 15, 2018, 10:00 a.m. – 3:00 p.m. at the Centennial Center.

b. TAC Meeting: March 15, 2018, 12:00 p.m. Lower Level Conference Room at Prescott City Hall.

c. 2018 TAC Meeting Schedule. This is a suggested schedule.

G. Future Agenda Items:

1. John Heiney noted that next month is strategic planning, not a regular meeting. If there are urgent/timely items, a regular meeting can be created around that. Otherwise, Committee members should plan to hold agenda items until March's meeting.

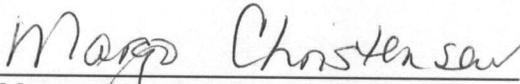
H. ADJOURNMENT.

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:00 p.m.

Respectfully Submitted by:



Wendy Bridges



Margo Christensen, Chair