

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
THURSDAY, DECEMBER 21, 2017
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON DECEMBER 21, 2017, 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 11:00 a.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:

Margo Christensen, Chair
Matt Brassard, Vice Chair
Amore Cianciola, Secretary
Steve Bracety
Tim Graham
Cindy Gresser
Sheri Heiney
Bill McCleary
Kim Villalpando

Absent/Excused

Fred Veil
Jessie Baker, Asst. Airport Mgr.

Council Liaison

Councilmember Billie Orr (telephonically)

Staff Present:

John Heiney, Community Outreach Manager
Wendy Bridges, Economic Development Coordinator
Ann Steward, Sales and Marketing Coordinator
Joe Baynes, Recreation Services Director

C. Approval of October 19, 2017 and November 16, 2017 Minutes

**MOTION TO APPROVE OCTOBER 19, 2017 AND NOVEMBER 16, 2017 MINUTES
BY SHERI HEINEY. SECOND BY BILL MCCLEARY. MOTION PASSES
UNANIMOUSLY.**

D. Committee Member Announcements

Committee members shared updates on recent and upcoming activities and events.

E. PAAHC Grant Process

John Heiney noted the Prescott Area Arts & Humanities Council (PAAHC) has been administering an annual grant of about \$30,000, paid out of the Transient Occupancy Tax, similar to the TAC grants. The board has notified the City that they will not be able to fulfill that role for the FY18 grant, due to some changes they have experienced this year. Heiney suggested that the TAC take on that role. Heiney will report on the new process once established, and it may include some members from PAAHC and TAC. The key message is that the application will be delayed.

F. TAC Emails

Ann Steward noted city emails that have been provided to TAC members, with the option to have that account forwarded to another email. Steward reviewed those members who requested to have their emails forwarded: Amore, Bill, Steve, Cindy and Kim. Do not "reply all". Written instructions on how to access the city email are made available to TAC. TAC members are reminded that forwarding to another email may subject that email address to a public record request. TAC members are asked to consider which way they would like to receive their city emails, and Steward will follow up with each member to ensure emails are being received.

Joe Baynes reiterated the reason TAC members do not "reply all" to emails is that it may constitute a violation of the open meeting law.

Vice Chair Matt Brassard suggested emails regarding TAC include "TAC" in the subject line.

G. Current Projects

1. Strategic Planning Details

John Heiney informed that staff and Chair Margo Christensen visited Darla Deville with APS regarding facilitating the strategic planning. The new APS facility at the Prescott Airpark has excellent meeting space available to use as well. The best part is that it will not cost anything, where it would generally be several thousand dollars.

Chair Margo Christensen noted that she has attended two projects that Ms. Deville facilitated, and she kept everyone on track and focused and very good.

Strategic planning is scheduled for February 15, 2018, 10:00 a.m. to 3:00 p.m. Address and details will be provided to TAC members.

Following the strategic planning session, Ms. Deville will be invited back to a later meeting to review the document and ratify it and create the final document.

Chair Margo Christensen asked if any of the members have conflicts with the date and time. Councilmember Orr notes she has a conflict, and will try to shift her commitment. Member Tim Graham noted that he may be unavailable due to a scheduled surgery, and will have a better idea of his availability after meeting with his doctor.

TAC Members will be provided with a packet of information ahead of the Strategic Planning. Additionally, a partner survey is being prepared to send out at the 1st of the year, and results will be compiled mid-January. Also to be included will be bed tax and STR data going back several years. This information is to inform TAC members ahead of the Strategic Planning.

2. TAC Grants 2019

John Heiney reported that the TAC grants will need some revisions and he has done a lot of research and looked back, and TAC is definitely on the right track. The grant is intended for marketing, and staff will reiterate that to council. There may be some opportunity to include some flexibility, however. For example, some DMOS allow a portion of award to be used for other things, generally a small percentage, and it looks like 75% for marketing 25% for other things. Would like to take it to council so everyone will be on the same page.

H. Staff Reports

1. STR and Bed Tax

Wendy Bridges reported November's bed tax collections, reflecting October's activity, were increased 12% over the prior year. When compared to the STR report, it appears that ADR is increasing more so than occupancy. At some point, it is expected the ADR will flatten, and the addition of inventory will be necessary to continue growth. Joe Baynes noted that bed tax collections have increased over the past years as a result of the approaches in tourism.

2. Sales & Marketing Reporting

Heather Herman reported the January issue of *True West* honored Prescott with seven awards: Best Place to Live Like an Old West Cowboy, Best Historic Restaurant-The Palace, Best Historic Rodeo, Best Pioneer History Collection-Sharlot Hall Museum, Best Wild West Show-The Shootout, and Best Re-Enactment Group-The Regulators.

In January, the City will be launching a behavior and data targeting advertising campaign. The campaign will include the Phoenix, Los Angeles, San Diego, Western Canada, Las Vegas, Seattle, San Francisco and Chicago markets. Also, pixels have been added to the website to better identify where people are coming

from. *So Cal Magazine's* January/February issue will have a 1/2 page with advertorial. *West Jet Magazine* piece has a potential of reaching 2.2 million visitors. Heather Hermen will be going to Toronto and NYC media events nonstop and anticipates reaching close to 100 journalists. Also will traveling to China in March with AOT to represent Prescott.

Ann Steward reported on Travesias travel writer visit garnered four mentions including World's Oldest Rodeo, Superstition Meadery and Watson Lake. Piece passed around for members to see. Members may have seen the lead for the Student Council state convention in Jan. 2019. The office has been receiving a great response for the flyer that will be available at the 2018 convention. This lead will result in 650 rooms, 3-4 people per room, for a total of about 2400 students. Student Council Prescott High School created the video that won the lead. For those who haven't seen the video, it will be resent to members.

Ann Steward is continuing to update all listings on the website, and 2018 visitors guide. A new opportunity is that Cuisine d' Arizona will be including a Prescott section this year, and John Heiney informed that rather than placing an ad, we will be doing an editorial piece before all of Prescott listings. This is a great win for the destination and all of the participating partners. Ann Steward indicated she will be attending Go West in January to meet with international tour operators and media.

Ann Steward advised that the last fam of the year was PR from Hills Balfour London. It was a wonderful visit, they had a great time and bought cowboy hats on Whiskey Row. Heather Hermen learned about one of the visitor's previous experiences in the United States, which included a wonderful memory of having s'mores at the Grand Canyon, and she said she wished her coworker could have enjoyed that experience. The Prescott team went above and beyond to surprise the visitors with s'mores by the fire during their visit. Making that connection, creating unique and special experiences are paramount during these visits. The group also enjoyed breakfast at the resort, and couldn't believe the view.

Ann Steward indicated that all information on Prescott tourism assets are provided to fam participants on a flash drive.

Member Sheri Heiney noted the Prescott Chamber visitor's center is also working to keep an eye out for the tour buses that come into Prescott and alert the tourism office so contact can be made with the group. Chamber is averaging 30,000 people coming through their door.

Heather Hermen added that one of the attractions of the Go West show is the bus tour operators, and Ann Steward will have an opportunity to connect with them at the show in January.

Mayor Mengarelli joined the meeting at 11:45 a.m., and John Heiney suggested TAC skip ahead on the agenda to Item I.3. Other.

I. 3. Other

Mayor Mengarelli thanked the TAC for the work that they are doing. Mayor stated he believes that marketing is very important, and Prescott has moved from a secondary destination to a primary destination. Mayor further stated he appreciates all of the efforts of the members.

The committee returned to Agenda Item H.2.

John Heiney noted that the marketing plan is very well-thought out, and included items that have never been done before in Prescott. Further, the office must be agile and able to respond to opportunities. That can be done through social media and other ways, and referred to Chair Margo Christensen's projections for the marketplace in the next few months. We have a great plan, and staff is going to brainstorm some ideas to do a little bit more for January and February, and will report back to TAC. Chair Margo Christensen stated her projections were looking soft for January.

H 3. Community Outreach Manager Report

a. Liquor Establishment Tax

John Heiney reports that Prescott City Council has repealed this tax. This revenue stream to the tourism budget, about \$70,000 a year, will no longer be available. The good news is the budget is very robust, and the increases this year more than make up for the loss.

Member Steve Bracety noted that the tourism budget also had a carryover balance from the prior year.

John Heiney further noted that the City Manager has indicated if there is something that TAC wants to do and there is an issue with funding, he will be available to work through it.

Vice Chair Matt Brassard indicated that the City could consider replacing that funding through special event liquor licenses, and indicated that the promoters make thousands yet only paying \$25 for the license.

Councilmember Orr noted that the City Council wanted to make things fair and level. She stated she is pleased that they did away with liquor tax, and further added that if not for 443 passing, it wouldn't have happened.

4. 2018 Upcoming Meetings

a. January meeting

Ann Steward noted that the January meeting conflicts with the Chamber's annual meeting, and suggests moving the next TAC meeting to Wednesday, January 17, 2018, at 12 noon.

Secretary Amore Cianciola confirmed that the January meeting would include the Buxton presentation and the members of PAHA.

Ann Steward indicated the January meeting will be one of several "Tourism Team Up" meetings to be held throughout the year. January's meeting will also include a tournament and special events update from Recreation Services.

Several TAC members indicated their availability for the January meeting.

b. February 15, 2018 Strategic Planning

John Heiney noted this is as previously discussed, and asked members to block 10 a.m. to 3 p.m. that day.

c. March 15, 2018 12:00 p.m. Lower Level Council Room

This will be a regular meeting. TAC reaches a consensus of 12:00 p.m. as the meeting start time. Chair Margo Christensen noted that the March meeting may conflict with Spring Break, and John Heiney suggested we track that.

- I. Future Agenda Items:
1. Buxton Report.
 2. Tournament Update.
 3. Hotel Development topic will be appropriate for Strategic Planning.
 4. Visitor's Center will have an item for the agenda, and Member Sheri Heiney will work with the Board Chair to add it to future agenda.
 4. Pickleball and Pickleball tournament attraction. Joe Baynes indicated he can look into some opportunities and report back.

J. ADJOURNMENT

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:06 p.m.

Respectfully Submitted by:


Wendy Bridges

Margo Christensen, Chair
Margo Christensen, Chair