

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, FEBRUARY 15, 2018
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON FEBRUARY 15, 2018, AT PRESCOTT CENTENNIAL CENTER, LOCATED
AT 1989 WINEGLASS DRIVE, PRESCOTT, ARIZONA.

A. Call to Order.

Chair Margo Christensen called the meeting to order at 10:06 a.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:	Absent/Excused
Margo Christensen, Chair	(none)
Matt Brassard, Vice Chair (arrived at 10:39 a.m.)	
Amore Cianciola, Secretary	
Steve Bracety	
Tim Graham	
Cindy Gresser	
Sheri Heiney	
Bill McCleary	
Fred Veil	
Kim Villalpando	

CITY COUNCIL LIAISON:

Councilmember Billie Orr

STAFF PRESENT:

John Heiney, Community Outreach Manager
Wendy Bridges, Economic Development Coordinator
Ann Steward, Sales & Marketing Coordinator
Joe Baynes, Recreation Services Director
Jessie Baker, Asst. Airport Director (arrived at 10:18 a.m.)
Heather Herman, Consultant, Front Burner Media

GUEST:

Darla Deville, Arizona Public Service

C. Approval of January 17, 2018 Minutes.

Wendy Bridges noted changes to minutes as follows: Item E.1. Date was changed from "2017" to correctly reflect "2018". Item E.2. "FY" was added to clarify fiscal year rather than calendar year.

**MOTION TO APPROVE JANUARY 17, 2018 MINUTES WITH NOTED CHANGES
SHERI HEINEY, SECOND BY STEVE BRACETY. MOTION PASSES
UNANIMOUSLY.**

D. Strategic Planning.

John Heiney provided a review of Resolution No. 4400-1609 that established the Tourism Advisory Committee (TAC) as a standing committee pursuant to Prescott City Code Chapter 1-13. The Resolution specifically set forth that the TAC would prepare a five (5) year tourism strategic plan.

Darla Deville, Arizona Public Service (APS), was introduced as the facilitator for today's strategic planning and began with an exercise for members to consider their role in TAC.

Ms. Deville explained mission and vision statements, and shared examples from APS and the Prescott Chamber of Commerce.

Following discussion, a consensus was reached for the following vision statement: "Our vision is for Prescott to be Arizona's premier destination for all seasons, welcoming visitors from around the world."

Following discussion, a consensus was reached for the following mission statement: "Our mission is to advise, inform and collaborate with the Prescott Office of Tourism, City Council, and community stakeholders to enhance the quality of life for our residents and the experience of our visitors."

Ms. Deville engaged TAC members in a SWOT (Strengths, Weaknesses, Opportunities and Threats) exercise. Items identified in each category were then ranked by committee members in order of importance.

Break for lunch at 11:56 a.m.

Reconvene at 12:38 p.m.

Ms. Deville noted that the rankings of the items had been computed during the lunch break, and were presented in order of rankings, with emphasis added for top three (3) choices, in each SWOT category as follows:

Strengths:

1. **Charm – friendly, downtown/Plaza**
2. **Weather (four seasons)**
3. **Outdoor amenities (scenery, lakes, forest, topography)**
4. Arts/culture
5. History/Authenticity
6. Events

7. Education (colleges)

Weaknesses:

1. **Limited family activity/attractions**
2. **Air carriers/service**
3. **Negative attitudes by residents non welcoming**
4. Water (perception) - Access/our location --Demographic perception
5. Understaffed/under-funded tourism office

Opportunities:

1. **New events**
2. **Expand midweek business**
3. **Expand regional airport**
4. Financial prosperity – Add Family Attractions
5. Identify new markets
6. Expand cultural and educational opportunities
7. New hotel development
8. Enhance/strengthen collaboration (County, Tribe, PV)

Threats:

1. **Losing charm/hometown feel**
2. **Traffic/bottlenecks I-17 & 69**
3. **Parking**
4. Security/ public safety
5. Trends in marketing shifts (economy, natural disaster)
6. Unhealthy and unmanaged growth
7. Water

Ms. Deville shared the objectives proposed for the budget document by the Prescott Tourism Office staff and noted many similarities, indicating both the TAC and staff are on the same page.

Next steps were presented by John Heiney. Staff will prepare the strategic plan for review by TAC at a future meeting. Following that, a presentation to Prescott City Council is suggested. Councilmember Orr requests the City Council presentation occur in March, if possible. The final step is to develop a timeline following budget approval.

E. Public Comment.

Chair Margo Christensen called for public comment. There were no public comments.

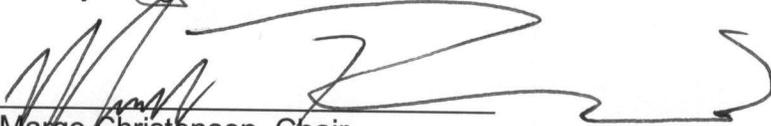
F. Adjournment.

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 1:12 p.m.

Respectfully Submitted by:



Wendy Bridges



Margo Christensen, Chair

MATT BRASSARD, VICE CHAIR