

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
THURSDAY MARCH 15, 2018
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON MARCH 15, 2018, AT PRESCOTT CITY HALL, LOCATED AT 201 S.
CORTEZ ST., PRESCOTT, ARIZONA.

A. Call to Order.

Vice Chair Matt Brassard called the meeting to order at 12:01 p.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:

Matt Brassard, Vice Chair
Amore Cianciola, Secretary
Tim Graham
Bill McCleary
Fred Veil
Kim Villalpando

Absent/Excused

Margo Christensen, Chair
Steve Bracety
Cindy Gresser
Sheri Heiney

CITY COUNCIL LIAISON:

Councilmember Billie Orr (arrived at 12:02 p.m.)

STAFF PRESENT:

John Heiney, Community Outreach Manager
Wendy Bridges, Economic Development Coordinator

C. Approval of February 15, 2018 Minutes.

**MOTION TO APPROVE FEBRUARY 15, 2018 MINUTES BY FRED VEIL, SECOND
BY TIM GRAHAM. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements.

- Member Bill McCleary noted that PDP will be undertaking a strategic planning process on the 22nd.
- Member Kim Villalpando stated the Phippen's Third Thursday Bob Boze Bell sold out, and working on plans for the unveiling of "Cowboy in the Storm"
- Member Fred Veil advised Sharlot Hall Museum will be opening a new exhibit "Arizona and the Great War" on the 21st. He also said that Sharlot Hall Museum has been reaccredited by the American Alliance of Museums, and it is a recognition of excellence.
- Member Tim Graham reported full occupancies from the B&B's in the area.
- Councilwoman Orr announced Prescott ranked #9 in the country by Gallup Poll for Wellness. Five categories: purpose, social, financial, community and

physical. Top 4 in two of those, and in Top 20 in two others. John Heiney will share press release with TAC members.

- Vice Chair Matt Brassard announced the pub crawl this year is called Prescott Night Out, begins at 1 pm on Saturday at Far From Folsom, and ends at 7 pm at Matt's Saloon.

E. Current Projects

1. Review Strategic Planning

- a. Next steps: John Heiney noted that this was presented to Council on March 13. Staff will now develop goals and objectives that meet concerns and make working action items for staff by June, for review by TAC and work on going forward.

2. TAC Grants: Council presentation: John advised there was some discussion regarding marketing outside the area. From that discussion, the 100 miles should be 90 miles and that will be changed. The idea is to look at advertising marketing plans that attract overnights. Opening day for the grant will be March 22. Staff will contact previous applicants by mail, email, and/or telephone. Staff will also provide a press release and share on social media to get the word out.

Member Bill McCleary inquired whether TAC member notebooks could be provided electronically to save paper. Wendy Bridges replied that voting notebooks for committee members can be provided in electronic forms or in notebooks as was done last year, and recognizing the commitment of time TAC members make in grading it, staff is happy to provide the material in the form that is easiest for TAC members. TAC members can let Wendy Bridges or Ann Steward know what is preferred.

John Heiney reviewed the scoring sheet and points possible. Scoring for marketing budget and economic impact sections discussed.

Vice Chair Matt Brassard suggested changing Item B: Economic Impact on scoring sheet to reflect "local" and "out of area" instead of "local" and "out of state". There was a consensus among TAC members and staff will make the change.

Vice Chair Matt Brassard inquired about a providing a resource for economic impact. Wendy Bridges indicated that Recreation Services has a formula that is used for determining economic impact and she will look into that. Councilwoman Orr suggested providing that formula at the applicant mandatory meeting would be helpful.

Secretary Amore Cianciola noted it would also be helpful to discuss the value of in-kind marketing to the applicants.

Mandatory meeting-discussion included an inquiry from Member Tim Graham whether exceptions will be made, and John Heiney clarified that no exceptions will be made for events that fail to have a representative at the meeting.

Councilwoman Orr stated that she will be on the radio in the morning and would be happy to make an announcement regarding the grant.

John Heiney noted the mandatory applicant meeting on March 28 is not mandatory for TAC members, but TAC members are welcome to attend. Last day for grant application submissions is April 27 by 5 pm. Applications will be graded by TAC members at May 17 meeting. Staff would like to take the grant recommendations to City Council in June, rather than in August as has been the process in the past. This will help to keep the grant in line with the City's budget process. There is \$40,000 budgeted for the grants, with a maximum award of \$5,000 to any event. Staff will begin notifications to prior applicants and the public immediately.

F. Staff Reports/Information

1. Prescott Restaurant Meeting Group Update. John Heiney stated the Prescott Chamber of Commerce called a meeting to discuss promotion, and it was held at The Palace. There was good turnout, with more than a dozen participants. The discussion was an open forum to get the group thinking about promotions like Taste of Prescott or Restaurant week. The group asked for volunteers to work on the ideas. Vice Chair Matt Brassard added that he felt the meeting was productive, and suggested the tourism office continue to work on getting info on events out to the restaurants so they can plan staffing, etc.

2. STR/Bed Tax. Wendy Bridges stated that Transient Occupancy Tax receipts for February were up over 19% compared to last year, noting that February's number reflects January's activity. STR reports are showing steady increases over previous years, and continuing to remain strong.

3. Community Outreach Manager Report: John Heiney reported that Ann Steward was recently elected to the NACOG EDC Tourism Subcommittee meeting and is in Sedona today attending her first meeting with this group. Ann will also be attending NASC (sports) in April in Minneapolis with Joe Baynes and Prescott Valley Event Center representative. Next, Ann will be attending IPW in Denver in May with the Grand Circle Association that represents the Southwest. Councilmember Orr inquired if the City of Prescott would be having a presence at the YCCA Home and John Heiney stated that the City will have a table. Ann also attended AAED Luncheon on Tourism on Tuesday, and recently joined Meeting Planners International (MPI) and will start attending their networking events as well. The office is in the mode of building connections and business. Secretary Amore Cianciola noted that having a relationship with MPI is very important, and noted that the contracts for the Arizona Preservation Society just were signed and they will be here in June 2019.

Cuisine Arizona had a Prescott section and John Heiney provided a copy of the magazine to pass around. Vice Chair Matt Brassard noted the the next opportunity for Prescott may be a breakfast/lunch feature.

John Heiney reported the City of Prescott worked with the Prescott Gateway Mall to obtain a space in the former Footlocker location for the GMHS memorabilia and artifacts. The new owner honored the agreement with the previous owners, and the mall has donated the space. The items have been moved to that location. A GMHS non-profit group will be taking over the space soon, and it will be used as a display and education center. It is anticipated that it will draw a lot of attraction, and should be open in time for the upcoming 5 year anniversary.

4. 2018 Tourism Meetings. The Tourism Team Up details are not put together yet, but John Heiney proposed having an April 18 meeting to receive a presentation from Prescott Pickleball group. This would be on a Wednesday rather than Thursday. Staff will send out information to the TAC members to check availability. Councilmember Orr noted she will be gone for the month of April. May 17 meeting will be to review the TAC grants, and June 21 will be a regular meeting.

G. Future Agenda Items. There are no items suggested, and TAC members are encouraged to contact Chair Margo Christensen or Vice Chair Matt Brassard with suggestions.

Returning to Item F.1., Secretary Amore Cianciola inquired whether anyone brought up food trucks downtown. John Heiney indicated that there was no discussion, and is available to discuss the topic with her offline.

H. Adjournment.

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:57 p.m.

Respectfully Submitted by:


Wendy Bridges


Margo Christensen, Chair