

TOURISM ADVISORY COMMITTEE  
REGULAR MEETING  
WEDNESDAY APRIL 18, 2018  
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE  
HELD ON APRIL 18, 2018, AT PRESCOTT CITY HALL, LOCATED AT 201 S.  
CORTEZ ST., PRESCOTT, ARIZONA.

A. Call to Order.

Chair Margo Christensen called the meeting to order at 12:09 p.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  
Fred Veil

Absent/Excused

Bill McCleary  
Kim Villalpando  
Councilmember Billie Orr

STAFF PRESENT:

John Heiney, Community Outreach Manager  
Joe Baynes, Recreation Services Director  
Jessie Baker, Assistant Airport Director  
Wendy Bridges, Economic Development Coordinator  
Ann Steward, Sales & Marketing Coordinator

C. Approval of March 15, 2018 Minutes.

**MOTION TO APPROVE MARCH 15, 2018 MINUTES BY SHERI HEINEY, SECOND  
BY TIM GRAHAM. MOTION PASSES UNANIMOUSLY.**

D. Prescott Pickleball Presentation by Peg Travers. Ms. Travers reported that the Prescott Pickleball Association is seeking to build four (4) additional courts. The fundraising is already underway with \$4,800 having already been collected. The association anticipates going before the Prescott City Council. The cost of the additional courts is \$75,000. If a total of 12 courts is achieved, Prescott can then be a feeder to USAPA national tournaments. Chair Margo Christensen inquired about the association doing surveys to learn about participants and impacts of events, and Ms. Travers noted that they can take surveys online and with paper handouts. Member Sheri Heiney noted that weekday tournaments are the most beneficial for the community. Ms.

Travers indicated most tournaments are Thursday-Saturday and that the Association is looking into "play-and-stay" programming. High season is September through April, however, communities are having success with off-season events. Member Steve Bracety asked how many courts exist in the area. Ms. Travers indicated there are 8 public courts and a guess of 25 private courts, which are only available if you are a member, pay a fee or are invited. Member Bracety further inquired if the private courts could be borrowed for a tournament. Ms. Travers noted it is difficult to hold a tournament in separate locations, but could be possible. 2019 Tournament dates are not posted yet.

E. Committee Member Announcements.

1. Tourism Advocacy Day Recap. Chair Margo Christensen, Member Sheri Heiney and Ann Steward reported on the recent Tourism Advocacy Day at the State Capitol. There were approximately 300 people in attendance. Handouts of talking points provided. Appointments with legislators including discussion of maintaining funding for the promotion of Arizona as a travel destination.

F. Current Projects

1. TAC Grants 2019

- a. John Heiney noted that 23 people attended the Mandatory meeting. Two applications have been received to date.
- b. The deadline is April 27.
- c. TAC to review applications on May 17 at 12:00 noon.

G. Community Wide Leads – Best Practices. Chair Margo Christensen noted that a recent tournament resulted in a great deal of confusion as the tournament worked directly with the front desks of hotels. These leads should go through the City's tourism office for management. Member Steve Bracety noted that we can work on educating this tournament and prevent this situation from occurring in the future. Ann Steward noted that staff can work on this, and John Heiney will be meeting with the tournament director to protect the hotel operators and provide the tournament with what they need. John requested committee members provide feedback in advance of the meeting.

H. Staff Reports/Information

1. Airport Update: Staff Jessie Baker provided an update on Great Lakes discontinuation of service, and related the efforts to obtain interim service and ultimately a long-term provider. Jessie Baker further noted that the information the Tourism Advisory Committee addressed during the strategic planning was very helpful in providing information to potential new carriers.
2. STR/Bed Tax reports were handed out. John Heiney reported that Bed Tax is up 19% year over year for reporting month February, and reporting month March was up 18.8%.
3. Community Outreach Manager Report: John Heiney reported that staff is looking ahead at goals and objectives, and suggested a sales trip activity. Ann Steward has been building relationships and now ready to move forward. Proposes a group, possibly a subcommittee for assistance and to advise staff on

sales efforts, with a goal of possibly a sales mission in the valley this summer. The group can assist the staff with a great sales effort to go along with a great marketing effort.

4. Marketing and Public Relations Report: Staff Ann Steward reports she and Heather are working on the marketing for 2019, and waiting on the AOT co-op to finalize. There have been two journalist visits already in 2018: True West and Planet Ware. The first FAM of 2018 is this weekend with two UK Instagrammers. Next week, Ann Steward, Joe Baynes and Scott Norton from the Prescott Valley Event Center will be attending the NASC sports tournament conference with 22 appointments scheduled. Joe Baynes noted that with the partnership with Prescott Valley, it allows a target of indoor sports tournaments, which would be especially beneficial during the colder months. Ann Steward will be attending IPW with Grand Circle Association at the end of May with 18 appointments.

5. 2018 Upcoming Meetings. May 17<sup>th</sup> will be the TAC grant review meeting. John Heiney suggests having a very brief regular meeting to approve minutes and any items for discussion prior to grading the applications. June 21 is scheduled for a Tourism Team Up, which will be an educational piece for all of our hospitality partners. Suggested discussion is about the DMO. Looking ahead to July, it is noted that the Governor's Conference is at the same time, so staff proposes moving the meeting to the following week, and that way staff can report on the conference. Ann Steward noted that a partnership with NACOG and AOT is providing a discounted rate to the Governor's Conference for first time attendees.

I. Future Agenda Items. Committee Member Sheri Heiney requests putting an item on the agenda for a partnership between the City of Prescott and the Prescott Chamber of Commerce's Visitor Center. Staff Jessie Baker requests the airport update be an ongoing item for the time being to keep the committee up to date on the activities regarding the air service.

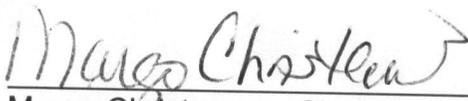
H. Adjournment.

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:59 p.m.

Respectfully Submitted by:

  
Wendy Bridges

5/17/18

  
Margo Christensen, Chair

5/17/18