TOURISM ADVISORY COMMITTEE
REGULAR MEETING
THURSDAY MAY 17, 2018
PRESCOTT, ARIZONA

1) MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON May 17, 2018, AT PRESCOTT CITY HALL, LOCATED AT 201 S. CORTEZ ST., PRESCOTT, ARIZONA.

2) Call to Order.

3) Chair Margo Christensen called the meeting to order at 12:00 p.m.

4) Roll Call.

i) TOURISM ADVISORY COMMITTEE MEMBERS:
Absent/Excused
ii) Margo Christensen, Chair
iii) Matt Brassard, Vice Chair
iv) Amore Cianciola, Secretary
v) Steve Bracety
vi) Tim Graham arrived 12:01p.m.
vii) Cindy Gresser arrived at 12:12pm
viii) Sheri Heiney
Bill McCleary
Kim Villalpando
ix) Allison Nuckles, Inter

Fred Veil
Councilmember Billie Orr

x) STAFF PRESENT:
xi) John Heiney, Community Outreach Manager
xii) Joe Baynes, Recreation Services Director
xiii) Jessie Baker, Assistant Airport Director
xiv) Wendy Bridges, Economic Development Coordinator
xv) Ann Steward, Sales & Marketing Coordinator

5) Approval of April 18, 2018 Minutes.

6) MOTION TO APPROVE April 18, 2018 MINUTES BY Bill McCleary, SECOND BY Amore Cianciola. MOTION PASSES UNANIMOUSLY.

7) Committee Member Announcements.

1. Chair Margo Christensen reported that AzLTA Unity Dinner took place last night at the Camelback Inn in Scottsdale with record attendance. John Heiney, Steve Bracety and Chair Margo Christensen attended. Honoring Governor Doug Ducey and Sonora Mexico's Governor. Chair Margo Christensen commented on the synergy between the AZ and MX

governments. Also Publisher Wynn Holding of AZ Highways received the Lifetime Achievement Award.

ii) 2. Chair Margo Christensen also reported that the Government Pier Diem lodging rate was reduced, November – March was $127 and has been reduced to $110. It is possible to have it restored, said Chair M. Christensen. She will be in DC end of June and would be happy to meet with our representative to discuss how to move forward with restoring it procedurally. Bill McCleary asked why it went down. Margo state it can happen for a number of reasons: not looking at STR reports, looking at a particular season for low ADR, budget reductions, etc. Steve Bracety asked if it could have something to do with the recent education budget increases. Amore Cianciola commented that it took a long time to get it up to a competitive rate. Steve Bracey commented that we need to keep pushing the high pier diem rate and it would be good for us to be on their radar for the higher rate. John Heiney commented that for staff purposes we can help with letters from our council members. Chair Margo Christensen commented it also falls on our hoteliers as well. The committee will discuss this item in further detail on the June agenda.

8) Funding Request for Recreation Capital Projects

i) Joe Baynes presented a sheet with request for capital projects help. There has been talk about funding these capital projects with Bed Tax funds in the budget for this coming fiscal year, due to PSPRS it's harder to fund projects like these. In was discussed in the balloting measures that some of the Bed Tax funds could go to recreation projects. Joe Baynes has had discussions with City Manager about what recreation projects would be appropriate to fund in this coming fiscal year and future years out of Bed Tax. Joe Baynes commented that by receiving these funds revenues would be drawn for direct and indirect benefits. Constellation Trail parking, a paid kiosk and restrooms. Gold Water Lake parking has been an issue, people are parking up on the highway, but opening up the lower lake a parking lot can be added, restrooms, etc. There is old treatment plant that is in the beginning of being moved. All of these improvements would increase visitation. There is also a request to expand the InLine Hockey rinks with our existing facility which would draw more tournaments during our shoulder season. We are on a list with the AZ Coyotes to receive funds to expand our facility, but Joe Baynes is skeptical of our chance at receiving those funds, larger cities such as Tucson are also on the list. And a request to build a competitive mountain back track at Pioneer Park. We almost have a capacity issue as of now, but as we continue to grow we need to increase our facilities, we need to build our infrastructure as the sport and retention of the sport grow. We have almost doubled on the participation on some of these mountain bike events. Antelope Hills Golf Course is in need of tee box renovations and cart paths. Good carts paths will help maintain the carts, which is a large cost. Joe Baynes commented on the importance and growing possibilities of our golf course, for example the Father/Son tournament sells out in 3 days. Bill

McCleary asked about the declining interest of the sport, Joe Baynes commented that this is true but for our area we aren't necessarily affected by it because of our demographics, for example a talk with a resident recently who based his decision to move here on the golf course. Steve Bracety asked how out golf course was performing. Joe Baynes commented that it's still losing revenue, but not as much in the years past. Joe Baynes commented that he will be presenting an Economic Impact of the course soon to council. Steve Bracety commented on the room nights that still sell because of our golf courses. Joe Baynes would like to quantify the numbers of valley guests that come up and be able to increase visitation during all the valley courses overseeding. Joe Baynes also commented that the course is important to the value of the homes surrounding it, the course supports many local non-profit charity events, it's location is valuable for the future current growth of our city. Joe Baynes said he will be going to council this coming Tuesday with the Economic Impact report that TAC is welcome to be present to show their support. Margo quested the amount, Joe Baynes clarified that is was $219,000. John Heiney gave last number that was in tourism fund balance, he also said that by government accounting standards this fund balance is high. Bill McCleary asked who sets the projections on the costs for such items and the amounts. Joe Baynes told Bill he did. Margo also asked if a recession were to come again would these funds still be spent? Joe Baynes commented that each item will still put in front of council. Tim Graham asked what the role of the committee is for this request. John Heiney commented that it was for information purposes, that is the intention of this presentation. Steve Bracety commented, but we are not voting. It was asked by Tim Graham if there was a way the TAC committee could show their support for allowing the fund balance to be used for such projects. Joe Baynes commented that each item will come piece by piece to council. It was suggested by Steve Bracety to table the item and move it to the June agenda. John Heiney said it will be moved to the June agenda for consensus.

9) TAC Grants

1. TAC Grants application software and system. John Heiney commented that we tried to rectify the system by allowing participants to submit attachments, moving forward we will be trying to find a better system. We recognize this was not the best software and system. Matt Brassard commented to make the new software's form save able to be able to go back. Bill McCleary commented that there are some repeat applicants and room for exaggeration on some of the answers, it would be easier to see all applicants and answers on a spreadsheet. John Heiney commented that any and all suggestions to simply the process will be appreciated, there is a risk on a spreadsheet that it would be comparing and this system was designed to score each one on their individual merits. Kim Villalpando commented that a narrative with word counts is probably also a good suggestion, some narrative are shorter/longer than others, she also requested longer than a week to read them next time.

10) Staff Reports/Information

a) STR/Bed Tax Reports were handed out. John Heiney reported that Bed Tax is still showing strong numbers.

(a) Chair Margo Christensen wanted to make sure everyone knew about the August 23rd Northern AZ STR Forecast presentation. Not just for hotel people, but for the entire industry.

b) Community Outreach Report. John Heiney recognized Joe Baynes as Man of the Year and Wendy Bridges on her recent award from AAED for Economic Developer of the Year for Rural Area.

c) Marketing and Public Relations Report. John Heiney reported that it will be sent to everyone in writing.

d) Airport Update: Staff Jessie Baker provided an update on emergency meetings that will take place for the Airport Advisory Committee on 7/3/2018 and an emergency council voting session has been requested for 7/5/2018. She encouraged the TAC committee to be present at both to be informed of the bids and the process and be aware of the airline that would be best for Prescott and your business. John Heiney asked if it would be premature to speculate on the time frame of the air service up and running. Jesse Baker commented that it would be a speculation, but they are hoping for the autumn.

i) 3. Recreation Services Update. Joe Baynes reported none.

11) Upcoming Meetings.

a) June 21, 2018

b) July meeting, which would be July 19, 2018 is currently scheduled during the Governor's Conference. The committee will decide at a later time if they still would like a meeting in July or there will be no meeting this month.

12) Future Agenda Items. Steve Bracety asked about the sales sub group. John Heiney commented that it will be coordinated by the Chamber and not an official TAC subcommittee. Sheri Heiney requested and stated that she has requested to discuss Tourism Office and Visitor Information Center partnership discussion. Ann Steward commented that we have it on the June agenda.

13) Return to Item F2. TAC Grant Scoring

14) John Heiney read sheet on how we will go through the process (see attached) Steve Bracety wanted to make sure the comment by applicant was opened to everybody. John Heiney said yes, several did decline.

15) Sheri Heiney asked what is the full award amount, John Heiney said $40,000. Sheri Heiney commented that the applicant requests total $64,000 and that applicants should be made aware that their full amount may not be granted. Sheri Heiney also commented that there are conflicts of interest for her and Chair Margo Christensen on #4 and #10, they will recuse themselves. Matt Brassard will recuse from #5.

16) Cindy Gresser inquired about Whiskey Row Marathon's past contract amount given to Whiskey Row marathon organizers, is this event still receiving this amount? John Heiney said everything in front of them qualifies for scoring.

17) John Heiney read scoring and application review process (see attached).

18) Arizona Wild Fire and Incident Mgt. Academy
   a) Narrative (see application)
   b) Discussion:
      i) Bill McCleary commented that the economic impact seems to be high.

19) There were some questions from Steve Bracety and Tim Graham on the process of scoring and assigning money. John Heiney clarified the process.

20) Big Sting Country Music Festival
   a) Narrative (see application)
   b) Discussion:
      i) Question from Margo Christensen on attendance at Bumble Bee in the prior year before Prescott. Staff indicated they did not apply last year, was their first year in Prescott, and used to be in Bumble Bee.
      ii) Joe Baynes noted, their first year in Prescott had over 4,000 attendants.

21) Chalk it Up! Prescott
   a) Narrative (see application)
   b) Discussion:
      i) Comment from Kim Villalpando on their budget numbers maybe not adding up and hard to read dollar amount because kept moving dollar sign over.

22) 38th Annual Prescott Blue Grass Festival
   a) Sheri Heiney and Margo Christensen rescused
   b) Narrative (see application)
   c) Discussion:
      i) Sheri Heiney had comment about Tom Paxton performing this year, who is a Grammy Lifetime Achievement Award Winner

23) 8th Annual New Year's Eve Boot Drop
   a) Matt Brassard recused
   b) Narrative (see application)
   c) Discussion: none

24) Historic Prescott All Corvette Car Show
   a) Narrative (see application)
   b) Discussion:
      i) Steve Bracety asked how much the applicant received last year. Jerry Jones commented $5,000 was granted to the applicant
      ii) Jerry Jones invited and encouraged the TAC Group to participate in the show this year by having a booth or table. He also commented on the appreciation for what the TAC Grant applicant process takes.

25) 7th Annual Hope Fest Arizona

a) Narrative (see application)
b) Discussion: Question from Steve Bracety regarding if it's a one day event.

26) Prescott Jazz Summit
a) Narrative (see application)
b) Discussion
i) Comment from Mike Jax clarified that this year's schedule is different and not over the typical three days, rather it will take place at different venues this year due to Yavapai College's 50th Anniversary. Next year, the Summit will go back to normal schedule. There are lots of requests for musicians to play at this event because of its success and how Prescott treats the musicians.
ii) Comment Steve Bracety, noted it is a first class event.

27) 44th Annual PAAC Watson Lake Show
a) Narrative (see application)
b) Discussion: Question from Chair Margo Christensen to clarify it's a one day event.

28) Party in the Pines
a) Margo Christensen and Sheri Heiney recuse
b) Narrative (see application)
c) Discussion: John Heiney – 1st time applicant
i) Steve Bracety question – do they keep all the proceeds?
ii) Ann Steward – last year over $12,500 went to PUSD Education Foundation, same charity this year.
iii) Steve Bracey question? You make more money where does it go?
(1) Ann Steward – to scholarships throughout the year
(2) Amore Cianciola – to the rest of your great community projects throughout the year, main fundraiser for all projects.
(3) Bill McCleary asked about 70% being local with over 2,000 attendees. Ann Steward clarified that they had over 2,500 attendees last year.

29) Whiskey Row Marathon
a) Narrative (see application)
b) Discussion:
i) Question from Steve Bracety about amount given last year. John Heiney - $2,000.
ii) Response from John Heiney to Cindy Gresser's prior question from above that the contract hasn't been in place for several years.

30) Wild Lights and Animal Sights
a) Narrative (see application)
b) Discussion:
i) Question from Margo Christensen regarding request versus marketing budget, application does not reflect a budget amount for marketing.

ii) Cindy Gresser general question, are we going off what they are requesting or what their budget shows. Response from John Heiney to go off request, we can clarify that for the committee.
iii) Matt Brassard commented on this issue: last year the marketing budget wasn't entered on application field.
   (1) John Heiney commented to keep in mind that they have a new administration.
iv) Question from Steve Bracety – how are they quantifying their room nights.
v) Amore Cianciola commented people could be in town and then see the event, she also wanted to comment that they are showing reaction to recommendations from last year, they did the Groupon.
vi) Matt Brassard comment – I assuming the 3,000 volunteers was a mistake.
vii) Steve Bracety question – do we give them feedback on their applications. John Heiney commented that we did indeed and will continue to give feedback
viii) Tim Graham asked why some organizations didn't apply this year. John Heiney said he would address that after we finish all the applications.
ix) Matt Brassard asked once again what it will be based on? John Heiney, committee's score for their application fields.

31) Yavapai County Fair
   a) Narrative (see application)
   b) Discussion:
      i) Barbara Kelly from the Fair was present and commented on her experience growing up with the Fair, the challenges our county faces with not necessarily having a Fair Grounds, but the Fair is doing well and growing.
      ii) John Heiney asked how long they have been at the Rodeo Grounds. Barbara – 3 years, also attendance is correct because they use a computerized system.

32) John Heiney commented that staff will wrap up all scores; and will get back to the TAC in the next two weeks. Recommendations for TAC Grant amounts will be submitted to council on June 26th, andwill be a separate agenda item. Cindy Gresser asked for a spreadsheet of the completed compiling. John Heiney commented that TAC will see the spreadsheet before the council meeting. Steve Bracety commented that last year we had money left over, John Heiney commented that it rolled back into the line item, Chair Margo Christensen questioned that we are not at liberty to use those funds from last year. Steve Bracety said that although he does enjoy the streamlined process, he does miss the dialogue. John Heiney explained that some of the past applicants didn't apply due to event dates moving moved and some moved to PAAHC Grants.

H. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 1:41 p.m.

Respectfully Submitted by:

Ann Steward — Date: 6/20/18

Margo Christensen, Chair — Date: 6/20/18