



MINUTES OF THE CITY OF PRESCOTT MAYOR'S COMMISSION ON ECHO

Ecological, Cultural, Historical/Heritage, Outdoors (ECHO)

June 14, 2018
5:30 pm

Grace Sparkes Activity Center
824 E. Gurley St.
Prescott, Arizona 86301

Minutes of the ECHO Meeting held on June 14, 2018 in the Grace Sparkes Activity Center located at 824 E. Gurley St., Prescott, Arizona.

A. Call to Order

Chairman Holt called the meeting to order at 5:31 p.m.

B. Roll Call

ECHO Members and Liaisons

Present

Benjamin DeBlois – PHONE
Dennis Gallagher
James Holt (Chair)
Scott Neese

Excused/Absent

Raigan Fundalewicz
Manuel Lucero

Council Liaison Present

Council Liaison, Councilwoman Alexa Scholl

Staff Present

Staff Liaison, Sam Rice

C. Approval of May 10, 2018 Meeting Minutes.

Motion approved by Scott Neese, Dennis Gallagher second.

D. ECHO Committee Members propose topics related to the Ecology, Culture, History/Heritage and Outdoor recreational assets of the Prescott region that they wish to see included in a plan of work to be discussed at a future meeting for Commission analysis.

Chairman Holt mentioned what a good opportunity this was to have dialog of topics proposed to be discussed at a later date.

Dennis Gallagher began by suggesting an ECHO Exhibition organized by the committee and other volunteers to promote and raise awareness of what Prescott has to offer. He suggested a large venue to promote every aspect of fine arts, performing arts, education, historical and ecological. Mr. Gallagher suggested a Dark Sky Initiative. Possibly promote tourism. He mentioned speaking with APS representative, Darla Deville, who helped some other cities with the change over in lighting. Final thing was addressing the City of Prescott website links to all ECHO (Ecological/Environmental, Cultural, Heritage/History and Outdoors) organizations.

Chairman Holt was in agreement of an ECHO Exhibition to be addressed at the next meeting for analysis. He feels it would be a valuable mechanism for us to share activities of what we are doing but it would allow members of the community to interact and give feedback to us. He suggested participation in Earth Day events and to cross pollinate with other organization. Dennis agreed it would be important to support other events.

Scott Neese suggests cross promotion and finding ways to bring some synergy to the bigger events. Scott suggest using what we have and expand on them. Music festivals could include Art Festivals allowing more opportunities for things to do. Councilwoman Scholl gave an example of Facebook as a means of promoting other activities in an area you are possibly going to be in. When she "likes" a page it then prompts her to other events in the area.

Mr. Gallagher would like to see some progress in consolidating local activities to one site on the intranet. He has addressed this with the city and has not seen anything happen.

Scott Neese spoke with Henry Flurry recently and the question arose as to "why are people attending an event, why is it important to me, what can I get out of it." What is being promoted beyond just that event? "It's important to communicate what Prescott has to offer."

Chairman Holt mentioned the courthouse square as not looking very inviting around 6 or 7 at night when all the tents are covered up and security walking around. It would benefit the city to have other events going on as opposed to just "independent activities."

Ben suggested tapping into different events as well, like encouraging the public to attend prescribed burns to understand the ecological and scientific reasons that it is done. They would like to have council attend and Councilwoman Scholl has volunteered to attend.

Councilwoman Scholl would like to see materials to cross promote that would answer the question, "why should people attend an event." Work with event promoters to promote ECHO events.

Chairman Holt would like to see a list created that could be added to as we come up with ideas to guide us to a plan of work: time specific activities.

Save the Dells was mentioned by Councilwoman Scholl as something that we should be paying attention to and she may ask Joe Trudeau to attend a meeting and discuss in further detail. Performing Arts Center will be hosting Jason Gisi speaking on June 25th on behalf of "Save the Dells." Chairman Holt asked that the item regarding "Utilization of Open Space and Development issues i.e. Development in the Dells" be on our list of activities that is important to us.

Review of "quorum" was brought up by Chairman Holt and those attending local events should mention to the Staff Liaison their intent to attend to prevent issues.

Alexa suggested multi location events. PCA. Smoki Museum. Elks Theatre and more. Maybe get the youth more involved and possibly creating driving tours to see major landmarks. She also discussed utilizing "Shoulder Season" as a time for additional activities. Chairman Holt asked Alexa to invite the City Manager to our next meeting.

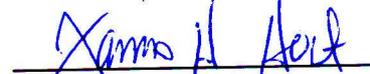
E. Adjournment

There being no further business to discuss, Chairman Holt adjourned the meeting at 6:11 pm.

Respectfully Submitted by:



Sam Rice, Administrative Specialist



James Holt, Chairman

Date: 6/14/18