



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

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

July 19, 2018  
5:30 pm

Pueblo Room – Smoki Museum  
147 N. Arizona St.  
Prescott, Arizona 86303

Minutes of the ECHO Meeting held on July 19, 2018 in the Pueblo Room in the Smoki Museum located at 147 N. Arizona St, Prescott, Arizona.

**A. Call to Order**

Chairman Holt called the meeting to order at 5:30 pm.

**B. Roll Call**

ECHO Members and Liaisons

Present

Benjamin DeBlois - phone  
Dennis Gallagher  
James Holt (Chair)  
Manuel Lucero  
Scott Neese

Excused/Absent

Raigan Fundalewicz

Council Liaison

Council Liaison, Councilwoman Alexa Scholl

Staff Present

Staff Liaison, Sam Rice

**C. Approval of June 14, 2018 Meeting Minutes**

Motion approved by Manuel Lucero, Dennis Gallagher second.

**D. Analyze ECHO Exhibition planning stages and create plan of work list items**

Chairman Holt continued the discussion about exhibition by how we would plan, whom we would partner with, location and what our goals might be. His vision was along the lines of pop up tents, brochures, banners some sort of structure to engage with members of the community. Possibly setting it up in conjunctions with other community events.

Scott said on the other side of a really bad idea is a really good idea and sometimes a really bad idea out there gets the ball rolling. He "echoed" the idea of using some of the events out there to leverage to our. Possibly even the Bluegrass Festival. He mentioned something like a convention booth space that essentially states, "Here is what Prescott is all about." We need to be getting information out to the public by joining in with organizations or structures that are already there and building with pre-existing events.

Jim brought up the calendar that Dennis had previously mentioned and is encouraging moving forward on finding out how to make it happen. Instead of rewriting everyone's information but collecting other organizations stuff to distribute. Dennis reiterated the convenience of finding all events on one calendar.

Jim additionally suggested a table logistically keeping track of others brochures and pamphlets. However, he also feels the consideration of electronic distribution of information would be very beneficial. Dennis suggests we look into ERU to locate interns that may be interested in assisting in some of the areas discussed and possibly putting together a calendar. Alexa thought it would be convenient to filter a calendar by the ECHO letters.

Alexa suggest we focus on the actual event. Alexa had met with Michael Lamar who was unable to attend this meeting but had a couple of suggestions that might benefit ECHO. Alexa and Michael discussed coming along side some groups like Granite Creek Greenways Revitalization, headed by Christy Everson. Alexa suggested this group is one that may tie into all the letters in our acronym. Mayor pro-tem Orr put together a wellness group that might fall under the ECHO acronym as well.

Scott would also like to consider where the energy is already but would like to also move toward an event. Chairman Holt agrees with tagging on to an event in order to get the momentum going.

Dennis suggested possibly the Phippen Memorial Day as a potential event to tie into, along with other history and heritage organizations. He thought it best to include other ECHO organizations in locations around the courthouse. Chairman Holt was curious as to what an ECHO booth would even look like. Dennis suggested the committee members man the tent and direct attendees to the various ECHO tents. Manuel Lucero recommends ECHO piggyback events to get out there and start emphasizing what ECHO is all about, get the name out there and have it recognizable. People are not aware what ECHO is all about so it's suggested we get clarity to the public.

Scott Neese asks what it is that we are all about, "are we an organization that just gets information to people?" He further asks how we measure success as we progress. Are the events or the development of a website ways to measure our success? Dennis feels it to be information and so much more. He stated that after two years whatever we have accomplished should be tangible to pass on.

Chairman Holt says, recalling where we began, the purpose was to improve and highlight the cities unique and outstanding ECHO attributes. In goals we talk about providing facilities, preserving resources, fostering public memory and identification of destinations, providing high quality outdoor recreational opportunities, providing quality of life for citizens. In objectives we talk about identifying resources, contacting local groups with common interest, demonstrating positive impacts, researching best practices. Scott asks are we responsible for doing these things or for helping organizations doing these things. "What is our roll, how do we accomplish the purpose of helping organization do these things." How does the committee fulfill its' purpose?

Alexa asks if anyone has heard of Voluntourism. It's this idea where others help by going to other countries to build a less fortunate a home. She believes we should identify the organizations pertaining to ECHO and ask them what they need and how can we help. Scott Neese brings up that at this point we become more of a service to the organizations than just an information portal.

A consensus is a list to be put together providing information on all organizations under our ECHO acronym and we generate a list of events falling under ECHO. Ben suggested we prioritize our efforts. Chairman Holt agrees with the list, as does the committee. He also clarifies the true benefit he believes we can provide to the community is quality service.

Chairman Holt recommends putting together a skeleton of a work plan that he will bring to the next meeting. He also asks that the ECHO mission be included on the agenda template.

Alexa also recommends we create a consistent list of questions after the groups have been identified and consolidate our information. Councilwoman Scholl suggested finding someone to start a grant program. She also mentioned the potential of an article in the Prescott Courier to get the ball rolling. Scott suggested putting together a top ten organizations list in each ECHO area that can be discussed at a later meeting.

**E. Comments from Councilwoman School on ECHO Exhibition and getting youth involved**

Alexa discussed an ECHO ranger program that Michael Lamar mentioned when he was back in Florida. Her thought is it may be a good learning opportunity for all. Chairman Holt asks that more information be researched regarding other ECHO groups and Alexa mentioned getting a website link to Sam to research and distribute information to the committee.

**F. City Emails for ECHO members and how to access them**

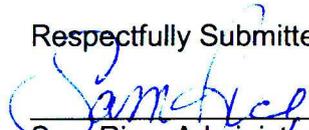
The city email has been well received and the members expressed gratitude for the efforts of the city I.T. staff. Chairman Holt encouraged all to utilize those email addresses. Alexa mentioned a more professional appearance using the city emails as well.

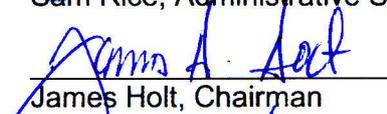
Chairman Holt recapped and suggested everyone individually develop their "top ten list" of organizations and reiterated he would try and put some bones around what a work plan would look like.

**G. Adjournment**

There being no further business to discuss, Chairman Holt adjourned the meeting at 6:22 pm.

Respectfully Submitted by:

  
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Sam Rice, Administrative Specialist

  
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James Holt, Chairman

Date: 7/19/2018