



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

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

August 9, 2018  
5:30 pm

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

Minutes of the ECHO Meeting held on August 9, 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  
James Holt (Chair)  
Scott Neese  
Raigan Fundalewicz  
Manuel Lucero

Excused/Absent

Dennis Gallagher

Council Liaison Present

Council Liaison, Councilwoman Alexa Scholl

Staff Present

Staff Liaison, Sam Rice

Guest Present

City Manager, Michael Lamar

**C. Approval of July 19, 2018 Meeting Minutes.**

Motion approved by Raigan Fundalewicz, Chairman Holt second.

**D. Discuss Ecological Goals and Objectives.**

Benjamin DeBlois suggests the following ideas from a Forest Service perspective for ecological goals:

- Support efforts for economically and environmentally sound ways to restore and maintain healthy watersheds.
- Advocates for methods to help residents adjust to living in a fire adapted ecosystem.
- Support sustainable recreation activities that strengthen the local economy while also conserving natural resources and aesthetic values.

Chairman Holt asked if these were proposals to add to our lists of goals and suggest we address this list at our next meeting. It was also suggested that any additional proposals from the members be put on the agenda for our next meeting.

Raigan addressed the first goal on our current list. It was questions as to if our goal is actually to provide "outdoor facilities." Chairman Holt would like to continue to discuss goals at each meeting. He further suggested that our goals need to be along the lines of things that we can actually do as we do not have the funds of larger cities nor the grants to provide for the bigger events. Raigan mentioned that a lot of the things previously discussed were more of coordinating the efforts of so many groups that Prescott already has to make it a little bit stronger at each of their events. She said that we do have a lot of groups that already do a lot of the things that Ben was describing in his suggested goals but maybe those events could utilize our strengths to make them stronger.

**E. Work plan to identify target audiences, list of organizations and events that fit our acronym.**

Chairman Holt states that this agenda item talks about trying to develop a work plan. He feels there is a little bit of a disconnect there in terms of what would our work plan look like as compared to the work plan that exists for the group in Florida. Their work plan is almost exclusively built around grants. Our work plan would look significantly different.

City Manager Michael Lamar discussed more about his personal knowledge of how the Florida ECHO worked. He said that it was common for some areas to focus more on the letter in ECHO that was under the assets they had, and to find out ways to cross promote with others with more assets under another letter of the ECHO. He further discussed the idea of what may be called a "Prescott Pass. A person could buy a single admission to all of the areas participating, whether it's our parks or the Smoki Museum. It could be available at the bike shops or B 'n' B's for instance. He questioned as to if we really had in our inventory a list of all of our ECHO assets. He spoke with Sherri Heiney and she thought the visitor center would be a good location for getting a Prescott Pass.

Scott Neese believes the Prescott Pass would help promote the crossover needed to help people get the service that gets people excited about trying something new.

Michael Lamar mentions that possibly the Recreation Services could help put together something like a passport for kid's grade 1-5. They would be going to all the sites in their community and when completed they would have the passport. He feels it might promote outdoor activity with this sort of incentive.

Chairman Holt discussed that we do need to continue with our lists that are under our acronym. He said that our idea is that once we can identify within these categories the significant players and we are comfortable with the lists, then we can begin to develop a survey to go out to them with and say we are here, we would like to help and how can we provide. Chairman Holt asked that lists be provided to Sam prior to the next meeting.

Michael mentioned a potential ECHO-fest in the future.

Alexa mentioned that in our survey we consider the information about the Prescott Pass, Jr. Ranger program and so on. She suggested thinking of standardized questions on our list that we could go to the organizations with and it would help us put together some sort of data list. Alexa also suggested that before the next meeting the members should consider putting together a list of questions.

Scott mentions how the exposure for the different organizations would be a win win. They know they have a good product and this would help get it out to other people.

Raigan is on board with the City Pass and feels it would increase foot traffic by her selling them in her shop as it would for others.

Chairman Holt asks that everyone come up with one goal that more accurately describes what we are doing and what they would like to see under their acronym.

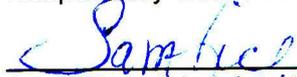
Michael Lamar suggested that an additional way to get the private sector buy-in to the Prescott pass is by adding an incentive such as discounts just by bringing in their Prescott Pass. Such as by bringing it in to a one of businesses they may get 10% off their purchase. For instance, someone may get free popcorn just by attending a performance at the Prescott Fine Arts.

Scott said, "by knowing sort of where we want to go maybe when we design the questions we can create the buy in from the very beginning." This will help them feel like they were a part of the process from the start. It will help us find out how we can best serve them.

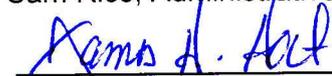
#### F. Adjournment

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: 8/9/2018