

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, SEPTEMBER 12, 2018
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON SEPTEMBER 12, 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 12:00 p.m.
- B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:	Absent/Excused
Margo Christensen, Chair	Steve Bracety
Matt Brassard, Vice Chair	Cindy Gresser
Amore Cianciola, Secretary	Mayor pro tem Billie Orr
Robert Coombs	Bill Mc Cleary
Jason Seidman	Kim Villalpando
Fred Veil	

STAFF PRESENT:

John Heiney, Community Outreach Manager
Joe Baynes, Recreation Services Director
Wendy Bridges, Economic Development Coordinator
Ann Steward, Sales & Marketing Coordinator
Heather Hermen, Marketing & Public Relations Consultant
Kristi Miller, Prescott Airport Administration
Haylee Smith, Intern

- C. Approval of AUGUST 16, 2018 Minutes. **MOTION TO APPROVE JUNE 20, 2018 MINUTES BY MATT BRASSARD, SECOND BY FRED VEIL. MOTION PASSES UNANIMOUSLY.**

Chair Christensen announced that due to a scheduling conflict, Item E.6. will be moved up on the agenda.

- E. 6. Airport Update: Kristi Miller reported on the inaugural flight for United Express Operated by SkyWest Airlines. The event was very well attended, with an estimate of over 200 guests in attendance. Both airlines were presented with certificates of recognition, and August 29, 2018 was pronounced as "United Express and SkyWest" Day in Prescott. The flight to Los Angeles was full. First three days had a 70% load factor revenue, and that exceeded the 40% expectation of the airlines. The opening of the flight service is one of the best, if not the best, the airline has ever had.

Ms. Miller further noted that the airport is on target to have 260,000 operations this year, over last year's 233,000. The increase demonstrates a lot of activity. The name of the airport was officially changed on August 28 by the Prescott City Council. The new

name is "Prescott Regional Airport Ernest A. Love Field." Airport staff is working on changing the signage to reflect the change, as well as working with ADOT to improve signage on Highway 89 southbound from Chino Valley area.

Ms. Miller also provided an update on airport terminal and construction. Prescott City Council approved 30% funding of the terminal, so design work can begin. The new terminal will be approximately 17,000 sq. ft., with an updated design, compared to the current 10,000 sq. ft. terminal. The design plans will allow for a future expansion of the terminal to as much as 33,000 sq. ft., if needed. There will ample opportunities for stakeholder input at various meetings. Runway construction should be complete on September 29.

Ms. Miller concluded her report noting that the Air Show will be on October 6, and 7,000 people are expected to attend. This will include the commemoration of the 100-year anniversary that Ernest A. Love was killed while on active duty over France.

John Heiney inquired about shuttle transportation, and Ms. Miller replied that two ground transportation spots have been set up. Tour Prescott is the provider for crew transportation. The airport is also giving other ground services information/vendors for people who call and inquire about it. John Heiney commented that Hertz Car Rental is on site. Kristi noted the airport has also been in touch with Enterprise Rent A Car. Both rental car companies have been briefed on services needed for air service hours. Hertz has reported that they are ramping up their services and staffing for new air service.

Chair Christensen announced that the committee will resume the agenda.

D. Committee Member Announcements.

1. Robert Coombs reported on Visitor Center numbers for August are up. International guests are also increasing. They are also continuing to put together packets for conferences, and packets include information and items from the Chamber, City and Chamber members.
2. Jason Seidman had no update.
3. Vice Chair Matt Brassard announced the Veterans' Conference Kick Off at Matt's.
4. Fred Veil reported the 40th Annual Folk Music Festival is coming up. The Wine Festival went very well, despite the rain.
5. Chair Margo Christensen reported that she was on the inaugural flight and attended the ribbon cutting, and one of the airline officials mentioned that he had never seen one that well attended.

Chair Margo Christensen recognized and welcomed a member of the public attending the meeting.

E. Staff Reports/Information

1. STR/Bed Tax: Bed tax reports were distributed. Wendy Bridges noted that due to the earlier meeting date this month, the STR report for the prior month was not yet available, and it will be provided at the next meeting. John Heiney and Margo attended the STR Forecast event in Flagstaff. John Heiney reported that northern Arizona is performing well. Prescott was not affected very much by summer forest closures and lack of winter snow. Prescott and Sedona both experienced increases. Chair Margo Christensen attended the northern and southern STR Forecasts, and general concern exists about a heading for another economic bubble, as well as less supply and still a strong demand, with few in the construction pipeline.

2. Community Outreach Manager Report: John Heiney reported that the 17th through the 19th, there will be a State of Arizona Veterans' Conference as Vice Chair Matt Brassard mentioned. Also, federal officials will be visiting as well.

Mr. Heiney further reported on the activities of Ernest A. Love Days. Multiple activities are taking place, and a flyer with information was provided to the Committee Members. An exhibit at the library viewerie is also in place, some media coverage as well. The E. A. Love's final aerial combat mission over France will be re-enacted at the October Wings Out West air show. Ann Steward provided additional information, including that Lt. Love was a graduate of Prescott High School, and played football there. Lt. Love will be honored by Prescott High School at the October 19th football game.

Mr. Heiney discussed the Hilton Garden Inn project that is being proposed in Prescott. It will have around 100 rooms, red brick style similar to Hotel St. Michael and some conference facilities. This is the first new hotel inventory in Prescott in about 10 years. The project includes rehabilitation of the railroad trestle and Sam Hill Warehouse. City leadership sees this as a possible catalyst project for this area of Prescott. Robert Coombs noted that the project will also improve the Greenways Trail System.

Mr. Heiney concluded his report with the marketing program for outbound travel on the new airline. Craf2M was selected for the marketing campaign, with SkyWest providing the creative. The market area extends all the way to Flagstaff and includes social media, print and radio. The campaign runs through the end of December and then will be re-evaluated.

3. Marketing and Public Relations Report: Heather Hermen reported that she will be traveling to Germany next week to meet with three German cities, over 50 journalists, including desk side appointments, and one-on-one appointments. Ms. Hermen also noted that a freelance writer will be working on a story on the Hassayampa. Also working on a social influencer campaign with National Parks. She will do two nights in Prescott, and it will be translated into French and German. They will provide metrics for analysis of results. A campaign with Channel 3 and 5 out of

Phoenix to promote Arizona's Christmas City is coming up. Some marketing efforts are being modified to focus on drive markets to be strategic. Next trip after Germany will be Vancouver, and will be all media.

John Heiney added that there will be some outreach to the Denver market after the 1st of the year, with a more concentrated effort in the new marketing plan. Chair Margo Christensen volunteered for team sales calls to Los Angeles.

4. Sales & Marketing Coordinator Report: Ann Steward reported that the feedback from Tourism Team Up in August was favorable, and many of the new owners and management appreciated the learning opportunity. Debbie Johnson, director of the Arizona Office of Tourism offered to come back in November. That is being planned, and Ms. Johnson would provide a high level update of state-wide numbers. This meeting would be open to the public and stakeholders and their staff. The information and details will be forthcoming.

Ms. Steward informed the Visitor's Center sponsorship that TAC recommended last month to the Prescott City Council was approved by City Council yesterday. John Heiney added the sponsorship is for \$25,000 per year for three (3) years to enhance the services at the Visitor's Center and also improve some of the physical space.

5. Recreation Services Update: Joe Baynes reported that even though summer is winding down, the events are not. The upcoming mountain bike race will see about 1,000 riders, about half the size of Epic Rides. The location is Pioneer Park and the county has done some enhancement of the areas so that they are better able to stage. This event has grown from 200 riders. Highland Games is also coming up at Watson Lake. October 13-14 has a softball tournament with a waiting list already, and baseball tournaments with approximately 20 teams signed up, and expecting about 30 teams total. Also coming up is the Big Sting, a 3-day country music festival at Watson Lake, about 3,500 people attended last year and that has the potential to grow.

6. Item E.6 was heard earlier in the agenda.

7. Upcoming Meetings:

a. Discussion of moving the TAC meetings from Thursdays to the 1st Tuesday of the month at 10:00 a.m. By consensus of committee members at today's meeting, the new schedule would start in February. John Heiney will reach out to other members to confirm that the day/time is agreeable.

b. October 18 meeting has a staff conflict, and John Heiney will circle back with the group on this date.

c. November 15: TAC Committee luncheon, details will be forthcoming.

d. November 16: Tourism Team Up with Debbie Johnson, AOT. Details to be confirmed.

F. Future Agenda Items. Chair Margo Christensen requests a transient occupancy (bed) tax update; as well as an update on the next round of board openings regarding members' terms. John Heiney noted that all boards, commissions and committees are appointed by City Council in the Spring each year. At the last appointment, there were 10 applicants for 2 positions.

Amore Cianciola requested an update on the PKF report, which is a statewide report. John Heiney will research to see if we can receive it.

G. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 1:02 p.m.

Respectfully Submitted by:

Wendy Bridges
WENDY BRIDGES

Margo Christensen
MARGO CHRISTENSEN, CHAIR

11/1/18
DATE

11/1/2018
DATE

Transient Lodging (Bed Tax)

Reported in	Receipts	Receipts	%	Receipts	%	Receipts	%
Month	FY 19	FY 18	Change	FY 17	Change	FY 16	Change
July	103,030	99,145	3.92%	88,774	11.68%	82,916	7.07%
August		89,260		84,597	5.51%	85,684	-1.27%
September		77,799		73,169	6.33%	68,168	7.34%
October		86,613		80,050	8.20%	71,495	11.97%
November		82,434		73,527	12.11%	64,227	14.48%
December		66,919		53,767	24.46%	47,976	12.07%
January		75,782		69,208	9.50%	59,666	15.99%
February		58,557		48,403	20.98%	44,623	8.47%
March		73,662		61,741	19.31%	54,538	13.21%
April		92,274		86,764	6.35%	69,764	24.37%
May		89,627		77,610	15.48%	71,554	8.46%
June		95,800		83,705	14.45%	69,700	20.09%
Total:		987,871	3.92%	881,316	12.86%	790,310	11.85%