

TOURISM ADVISORY COMMITTEE  
REGULAR MEETING  
THURSDAY, NOVEMBER 16, 2017  
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE  
HELD ON NOVEMBER 16, 2017, IN THE LOWER LEVEL CONFERENCE ROOM,  
LOCATED AT CITY HALL, 201 SOUTH CORTEZ STREET, PRESCOTT, ARIZONA.

A. Call to Order.

Chair Margo Christensen called the meeting to order at 9:32 a.m.

B. Roll Call.

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:

Margo Christensen, Chair  
Matt Brassard, Vice Chair  
Amore Cianciola, Secretary (arrived at 9:44 a.m.)  
Steve Bracety  
Tim Graham  
Cindy Gresser  
Sheri Heiney  
Fred Veil  
Kim Villalpando

Absent/Excused

Bill McCleary

Council Liaison

Councilmember Billie Orr

Staff Present:

Maureen Scott, City Clerk  
John Heiney, Community Outreach Manager  
Wendy Bridges, Economic Development Coordinator  
Ann Steward, Sales and Marketing Coordinator  
Joe Baynes, Recreation Services Director

C. Approval of October 19, 2017 Minutes

Item C was pulled from the Agenda. October and November Minutes to be approved at the December meeting.

D. Committee Member Announcements

Committee members shared updates on recent and upcoming activities and events.

E. Agenda Procedures

Future agenda items should be directed to Chair Margo Christensen or Vice Chair Matt Brassard. Suggestions can be made anytime, but at least two weeks' notice will be required to appear on the next agenda.

Agendas will generally be posted the Friday or Monday prior to each meeting. Staff will send out committee packets via email prior to meeting.

#### F. Current Projects

##### 1. Strategic Planning:

This is planned for February 15, 2018. The tentative time is planned for 10:00 a.m. to 2:00 p.m., with the possibility of two additional hours reserved for finalization or approval. All these plans are tentative and more will be reported next month.

##### 2. TAC Grants FY2019:

John Heiney reported that staff is continuing research, and suggesting the matter be presented City Council. Staff will continue to research and bring this back to the Committee.

##### 3. Prescott Heritage Trail (PHT):

John Heiney reported on the recent presentation of PHT to the Yavapai County Board of Supervisors.

PHT maps are ready, the work will begin to distribute them. Advertising is underway and calls from visitors requesting additional information have been received.

The PHT will be presented to the Western Heritage Group on the 20th. Anyone who has groups that would like to hear about the trail, staff would be happy to put together a presentation for them.

#### G. Staff Reports

##### 1. STR and Bed Tax Reports:

Wendy Bridges indicated the STR Report for October has not yet been released. City of Prescott Transient Occupancy Tax collections were presented.

##### 2. Sales & Marketing Report:

Heather Hermen met with 32 journalists at World Travel Market in London, and is already receiving requests for fam tours and media visits. ABC 15 promotion for Christmas City is underway and received so many offers from partners that they are doing 2 separate giveaways. Over 2,000 people have entered the giveaway. The URL is PrescottGiveaway.com. Upcoming travel includes a media show in Toronto and a trade mission in China.

9:59 a.m. Councilmember Orr steps out.

3. Community Outreach Manager Report

City is transitioning with new council. Very exciting and working on multiple projects like Shop Prescott for 2018.

4. Upcoming Meetings

- a. December 21, 2017. Chair Christensen offered options for December meeting. A consensus was reached to have a short business meeting followed by lunch. Details for the December meeting will be provided once planned.
- b. January 18, 2018 12:00 p.m. Regular meeting.
- c. February 15, 2018 10:00 a.m. – 2:00 p.m. strategic planning session, location TBD.

10:03 a.m. Councilmember Orr returns.

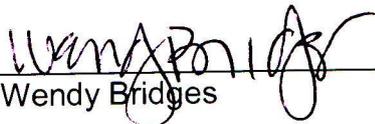
H. Future Agenda Item Suggestions:

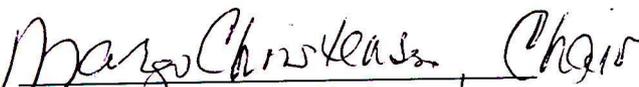
1. Future Hotel Development
2. Financial Report for Bed Tax on a Quarterly Basis
3. 2018 Groups that are coming into the area. Joe Baynes noted Recreation Services will present at the January meeting and can include the special event calendar. PDP opens their event calendar in January.
4. New City Website walk through.

I. ADJOURNMENT

There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 10:07 a.m.

Respectfully Submitted by:

  
Wendy Bridges

  
Margo Christensen, Chair