



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

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

January 10, 2019
5:30 pm

Grace Sparkes Activity Center
824 E. Gurley St.
Prescott, Arizona 86303

Minutes of the ECHO Meeting held on January 10, 2019 in the Flagstone Room of 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 5:30 pm.

B. Roll Call

ECHO Members and Liaisons

Present

Benjamin DeBlois
Raigan Fundalewicz
James Holt (Chair)
Manuel Lucero

Excused/Absent

Dennis Gallagher
Scott Neese

Council Liaison

Council Liaison, Councilwoman Alexa Scholl

Staff Present

Staff Liaison, Sam Rice

C. Approval of 11-13-2018 Meeting Minutes

Manuel Lucero made the motion to approve the minutes of November 13, 2018 minutes, seconded by Chairman Holt.

D. Review and Finalize Goals and Objectives

With much discussion amongst the members the Goals and Objectives were revised to read:

Purpose: Improve and highlight the City's unique and outstanding Ecological, Cultural, Historical, and Outdoors attributes.

Goals:

1. Promote environmental/ecological, cultural, historical/heritage, and outdoor recreation opportunities.
2. Support preservation of archaeological and historic resources; and develop, enhance, and promote heritage tourism opportunities, experiences, and resources.

3. Foster public memory and community identity by promoting destinations and experiences associated with past events, peoples, and places within the Prescott area.
4. Support sustainable recreational activities that strengthen the local economy while also conserving natural resources and aesthetic values.
5. Improve the quality of life for Prescott's citizens and visitors by encouraging and promoting access to the cultural arts, cultural based tourism, and redevelopment and revitalization of downtown.
6. Promote environmentally conscious methods to help residents adjust to living in our unique eco system.

Objectives:

1. Identify current and potential ecological, cultural, historical and outdoor resources.
2. Identify and connect local groups with ecological, cultural, historical and outdoor relating interests.
3. Demonstrate positive impacts that ecological, cultural, historical and outdoor attributes have or contribute to the Prescott area.
4. Research best practices and identify strategies the City can use to support and promote local groups, events and activities.

E. Survey suggested questions to review and modify from November meeting

Manuel was mentioning checking Survey Monkey and getting on there and editing out what may not be applicable to our needs. Alexa also suggested Google Platform as a survey site that may be useful. She also reiterated that Guide Star may be an option and is only 501c3's. Manuel mentions that he will likely meet face to face to make it more personal with the different organizations. Alexa recommends the survey topic be something everyone considers as homework. Chairman Holt suggests that each member provide 5 survey questions prior to the next meeting. Manuel mentions that Chairman Holt and Alexa had previously mentioned a couple of potential survey questions like, "who are you trying to reach, what is your strategy and where are you marketing." He also asks that we think about what it is we need to know to meet the organizations need when we are considering the questions.

F. Potential of "City Pass" discussion

Manuel was mentioning that he and Cindy Gresser, the Smoki Museum Director, had been

discussing the possibility of a "City Pass." They have created a pass for entrance to the Smoki and took it to the Chamber of Commerce. The intent is to utilize it as a tool to see what sort of results may come from this and if it would benefit them to participate in a City Pass. Manuel mentioned that they use to have the three museum pass that became somewhat confusing to track. The possibility of a pass book with coupons for each location would make for easier tracking. Chairman Holt recommends the possibility of a City Pass may be a great survey question. Raigan said that even discount coupons might be beneficial. She also mentioned how a book might benefit the vendors as they may be able to purchase an ad to put in it. The recommendation to research what other cities may utilize was suggested and the findings will be discussed at the next meeting in February. The consensus may be that discounts may truly be an easier method of tracking as well as producing of benefit to the vendors. One concern is tracking money if it is not done as a discount pass. Alexa mentioned the city having an Economic Development magazine that has tourism printouts in it. She thinks it might be interesting to have a booklet that highlights certain organizations and have it have the coupons in the booklet. This would be a method to promote the organizations.

G. February Meeting date set and agenda items suggested

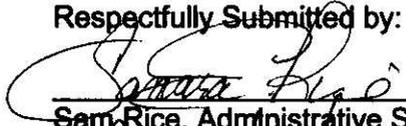
The date was set for February 7th at the Grace Sparkes Activity Center, 5:30PM

H. Call to the public

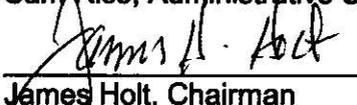
I. Adjournment

There being no further business to discuss, Chairman Holt adjourned the meeting at 6:36.

Respectfully Submitted by:



Sam Rice, Administrative Specialist



James Holt, Chairman

Date: 2/7/19