

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
TUESDAY, SEPTEMBER 3, 2019
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE
HELD ON September 3, 2019, IN THE YAVAPAI ROOM AT HASSAYAMPA INN,
LOCATED AT 122 E. GURLEY ST., PRESCOTT, ARIZONA.

A. Call to Order. Chair Margo Christensen called the meeting to order at 10:00 a.m.

B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS:

Present:	Absent/Excused
Margo Christensen, Chair	Cindy Gresser
Matt Brassard, Vice Chair	Robert Coombs
Tricia Lewis, Secretary by phone	Linda Nichols
Steve Bracety	Peter Grebauer
Fred Veil	
Jim Dawson	
Mayor Pro Tem Billie Orr arrived 10:05	

STAFF PRESENT:

John Heiney, Community Outreach Manager
Ann Steward, Sales & Marketing Coordinator
Joe Baynes, Recreation Services
Kristi Miller, Airport

C. Approval of July 9, 2019 Minutes. **MOTION TO APPROVE July 9, 2019 MINUTES BY MATT BRASSARD SECOND BY STEVE BRACETY. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements.

Tricia Lewis, Secretary (World's Oldest Rodeo) – Getting ready for branding campaign for 2020 Rodeo season. She is also recuperating from a surgery.

Matt Brassard, Vice Chair (Matt's Saloon) – Enchanted Christmas will go back to the Mall, in the old Barnes and Noble space. Also, if they can get in the space in the next couple of weeks they will do the Haunted House.

Fred Veil (Executive Director of Sharlot Hall Museum) – Reported on a successful Western History Symposium, standing room only in many of the presentations. Also, Wine Fest was a sell-out and good weather. 41st Folk Music Festival is coming up 1st weekend in October, longest running music festival in all of Arizona. He also reported on status of Education Building progress.

Jim Dawson (Committee Member) – Shared that he attended the Fair on the Square over the weekend, seemed like large attendance and great event.

Steve Bracety (Prescott Resort) – Just finished with two large car groups and getting ready for a large marketing consulting group. Also, time to start getting ready for Ginger Bread Village. Chair Margo Christensen asked about ice skating. Steve reported they will not have it again, but they learned a lot, mainly that it needs a lot of staffing to be open for right times.

Margo Christensen, Chair (Ponderosa Hotel Management) – Shared that they are continually trying to activate the dirt lot next to the Chamber with vendors and business to have commerce rather than just an empty lot. She asked for the committee to go support these businesses.

Mayor ProTem Billie Orr – Excited about the airport. Committee congratulated her on recent campaign.

E. Front Burner Media Recap and Extension.

1. Recommendation to Approve Contract Extension. John Heiney explained that he is looking for a recommendation from TAC to would actually go to council to approve an extension of the Front Burner Media contract. Nothing would change in the agreement; the contract terms would stay the same. He reminded everyone that Heather's scope of work is for marketing, the AOT co-op, public relations, FAM Tours, Media contacts, etc. Her two-year term in ending, she gets paid \$3,000/month. Looking to re-new her two year contract. Asking for TAC to recommend to council that they approve a two-year extension for Front Burner Media work with the Tourism Office. John commented on the success of the marketing efforts. Mayor Pro Tem Orr commented on the benefit of reporting yearly to council. **MOTION TO APPROVE EXTENSION OF TWO YEAR CONTRACT WITH FRONT BURNER MEDIA BY STEVE BRACETY SECOND BY JIM DAWSON. MOTION PASSES UNANIMOUSLY.**

F. TAC/PAAHC Grant Process Review. John Heiney explained that several weeks ago committee member Jim Dawson called after the grant process was complete and came forward with some ideas and an overview of what we can do to improve the grant process under the guidance of his consulting group, although we did not pay for this, work was volunteered in-kind. (Handout was given out) John Heiney commented that every year the process has been improved, this year council approval was seamless, but there is always opportunity to improve the process. He has received feedback from recipients that the process was better, but there are still some elements that are confusing. John Heiney asked Jim Dawson to share some highline items from the memo.

Jim Dawson commented that as a first time participant of the process he thought there was a lot of variability in the way various applicants reported. Some were very meticulous in the data and some were vague. It would be helpful to both the applicants and the city if there was a little more help with templates being quantitative, with the idea that applicants could also get help with resources on how to report the data. The

objective is to improve the quantitative elements of the grants, the first of that reporting, work done pre-event and then also post-event. How can we do this in a collaborative way to the meets the city's needs, but also isn't too burdensome for the applicants as the process is improved. Some of the items in the hand-out are just though starters for the task force that works on these improvements.

Steve Bracety commented on the varying reporting in attendance.

Jim Dawson commented that this type of item would come out from the work of this new subcommittee, he also commented on his experience with counting attendance at events and the various ways it can be done.

Steve Bracety commented that he likes the 60 day post report.

Fred Veil asked if this document was distributed in advance.

John Heiney commented that it was not, it is marked as a hand-out.

Fred Veil asked if the agenda is calling for a vote on it today.

John Heiney explained that what they are asking the committee to vote on is if they agree with the principal of the matter then you would you vote to form a sub-committee that would research and explore it further. They are not voting to approve the document, we're asking for a committee to give it a further look and report back.

Steve Bracety clarified that they are approving the concept of it.

John Heiney commented yes, they are approving the concept and the idea of forming a subcommittee that will actually review the document in person. We are not having you approve this document, but the concept behind it and creating a committee that will dig deeper into it and report back.

Chair Margo Christensen commented on the sub-committee being temporary through the end of the calendar year.

John Heiney said he could read the suggested action if the committee wanted to take a look at it or amend it in anyway.

Mayor Pro Tem Billie Orr commented that she really liked the concept because it gives the council more data to drive these decisions. It's good to have the data if they are questioned and they (council) have been questioned in the past.

John Heiney commented that this would be a good example of return on investment for council.

Mayor Pro Tem Billie Orr said they talk about return on investment a lot, especially when it comes to Bed Tax.

Chair Margo Christensen commented on section 2c under hotel usage, "if acceptable the report would list ADR," she commented that this may be a touchy point because hoteliers aren't necessarily allowed to share rates or have that discussion. Her suggestion was to make the question about REVPAR increase vs. rate, a year-over-year increase question instead, pricing can't be mentioned.

Steve Bracety commented that seeing the document of the first time he agrees with the general concept, but can see that it will take more research.

John Heiney commented that yes, the research would be the work of the committee and the request is for a formation of a sub-committee to take a deeper look at this.

John Heiney read what the suggested action was and commented that anyone could amend it before a motion was made "To approve formation of a TAC subcommittee to review the TAC and PAAHC grant process and to make recommendations on enhancements and changes. Subcommittee shall consist of four TAC members and

one representative of an existing grant recipient organization Subcommittee shall meet as often as required to bring a recommendation back to TAC by the end of the calendar year.

Fred Veil asked what the recommendation is for.

John Heiney clarified the recommendation would be for a subcommittee to review the grant process, do we change what we are doing for the grant process, do we like what we are doing, do we improve the plans for the TAC and PAAHC grant process.

1. Recommendation to Appoint Grant Review Committee. **MOTION TO APPROVE APPOINT GRANT REVIEW COMMITTEE BY STEVE BRACETY SECOND BY TRICIA LEWIS. MOTION PASSES UNANIMOUSLY.**

- a. Nomination of Committee Members. John Heiney explained that now that they have agreed to form a committee, the next step is to appoint committee members. Recommendation is for four TAC members and a representative from an existing grant recipient organization. Ann Steward reminded the committee that there are four committee members not present today; they are Robert Coombs, Cindy Gresser, Peter Grebauer, and Linda Nichols. **MOTION TO APPOINT JIM DAWSON BY CHAIR MARGO CHRISTENSEN SECOND BY TRICIA LEWIS. MOTION PASSES UNANIMOUSLY.**
- b. **MOTION TO APPOINT LINDA NICHOLS BY FRED VEIL SECOND BY STEVE BRACETY. MOTION PASSES UNANIMOUSLY.**
- c. **MOTION TO APPOINT STEVE BRACEY BY MATT BRASSARD SECOND BY FRED VEIL. MOTION PASSES UNANIMOUSLY.**
- d. **MOTION TO APPOINT TRICIA LEWIS BY CHAIR MARGO CHRISTENSEN SECOND BY MATT BRASSARD. MOTION PASSES UNANIMOUSLY.**
- e. **MOTION TO APPOINT ROBERT COOMBS BY JIM DAWSON SECOND BY TRICIA LEWIS. THERE WAS DISCUSSION ABOUT WHAT EVENT THE CHAMBER APPLYS FOR. JOHN HEINEY STATED IT WAS BLUE GRASS, THE COURTHOUSE LIGHTING IS SEPARATE. MOTION PASSES WITH 5 IN FAVOR, ONE OPPOSED.**
- f. John Heiney went on to explain that any TAC member could advise the group, John Heiney will be the staff liaison. Jim Dawson commented that the committee would also like to go out and get recipient feedback. Joe Baynes recommended the Antique Auto Club and The Highland Games.

G. Staff Reports.

1. STR (Smith Travel Research) and Bed Tax reports were handed out through July. Ann Steward commented on the STR Reports – runs are up. She will also email the reports to the committee. Chair Margo Christensen asked if John Heiney was going to give a STR Forecast report from the recent AzTLA event.

John Heiney commented that he did not prepare a report.
Chair Margo Christensen stated that it was reported that they were projecting 2020 to be up 1.5%.

John Heiney commented on the recent event and that Sedona and Prescott are trying to get STR to report the two markets separately, because we are currently segmented with the Sedona market.

Steve Bracety asked if Prescott Valley is and would be included in our market, John Heiney said yes.

Chair Margo Christensen commented that Sedona can be their own market, they have 30 properties reporting, it's Prescott that is the problem, we don't have many properties reporting. It was reported we have 12 properties reporting.

Fred Veil asked how many hotels we have.

John Heiney commented that he believes we could report at about 36 properties, so we have about a 1/3 reporting.

Chair Margo Christensen commented that some of the smaller hotels and bed and breakfasts aren't as engaged in reporting.

Steve Bracety asked if there were any big players who were not reporting.

Chair Margo Christensen stated Forest Villas and Hotel St. Michaels are not.

John Heiney commented that a communication campaign would be rolled out to work on getting our properties to report.

There was discussion on when the Hilton Garden Inn would be opening as well as our weekend business vs. weekday business. Discussion transitioned to negative % in Bed Tax.

Steve Bracety asked that July reflects June. There were also comments on the committee if the Bed Tax Report was year-to-date or month end.

John Heiney said he would find this out and clarify with the committee.

Chair Margo Christensen commented on the high occupancy they have had at Spring Hill Suites and Residence Inn from one group which would could be effecting the reporting, an extended stay situation.

John Heiney explained that anything under 30 days is considered short-term stay (by state law), bed tax is collected on each of the 30 days, on day 31 bed tax is no longer collected.

2. Community Outreach Report. John Heiney reported on the Prescott Steering committee and their short and long-term goals and their recent presentation.

Chair Margo Christensen commented that the recent report made her think about activating the corner next to the Chamber.

John Heiney commented on businesses who are also taking advantage of some of the new ideas, such as Copper Top Alehouse and Soul Ride.

Mayor Pro Tem Orr commented on the Whiskey Row Alley revitalization.

John Heiney also commented on the event coming on October 19 – Everybody’s Hometown Festival.

Jim Dawson asked if it is targeted more to the residents than to visitors. John Heiney commented that yes, but the word is getting out on social media.

Joe Baynes commented that the mural would start to be working on at the Fair at the Rodeo Grounds.

Jim Dawson shared that downtown Ft. Collins is great example.

3. Sales and Marketing Coordinator. Ann Steward shared recent reporting on the recent email blast, the consumer newsletter to 50,000 people. The email was very successful, almost a 13% open rate. She shared certain findings such as 66% opening the email on their desktop vs. mobile, also visit-prescott.com had the most unique clicks, with the video being second, and the airport unique clicks were high too, the booking widget was high as well. She passed around the report for everyone to see. She went on to report that a travel writer was recently in town from Germany, attended MPI recent speed networking event (met with 30+ meeting planners), and getting ready for upcoming shows.

4. Recreation Services Report. Joe Baynes shared the County Fair starts this week, PHS Football at Ken Lindley Field was successful, restrooms finished at Constellation Trail, pickle balls courts finished as well just in time for Granite Mountain Games, and Lower Gold Water Lake improvements continue.

5. Airport report. Kristi Miller reported that recently they celebrated the first year of service with United (operated by SkyWest) on August 29th. First year of service was impressive and strong, 26,898 departing passengers in the first 365 days, in addition 26,716 arriving passengers, that’s over 53,000 passengers that went through the airport terminal, also in addition to about 1600 non-revenue passengers as well. Sky West had a 98.9% completion rating. This completion rating is based on cancelations, the 1.1% were mostly weather related. 77% average load factor in the first year. Due to the good performance airline has decided to add extra holiday seats to the flights, in order to do that they typically take away service from another community, they have to re-allocate aircrafts. In November there will be two extra Denver departures and one LA departure the week of Thanksgiving and the following week as well. In month of December they are adding three weekends worth of additional flights. She reported on the new terminal, they are finalizing last comments on design and in negotiations with their CMAR provider. Steve Bracety asked if the old terminal goes away? Kristi Miller stated that the new terminal will be located next to it and three other structures will be demolished. Groundbreaking will be October 4th, working with Chamber and other city staff on this. Also, Wings out West will be October 5th. Lt Colonel Hamilton will be the special guest, 97 years old, one of the last living pilots to drop paratroopers into Normandy.

John Heiney shared that his memory is amazing, he remembers every single details. Parking plans are different this year for the air show, there will be shuttles from Heights Church.

6. 2019 Upcoming Meeting and Schedule:

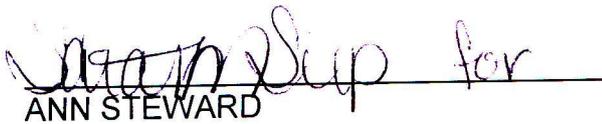
- a. Tuesday, October 1st – 10am Hassayampa Inn
- b. October – Last Tourism Team Up for 2019 – October 16th, 2p.m.

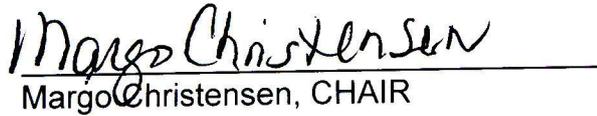
- c. November – No Meeting. Holiday Gathering. DATE TBA
- d. December – No Meeting

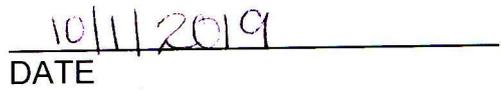
H. Future Agenda Items. Margo Christensen wanted to make sure we discuss the new sales position and also Steve Bracety suggested keeping the new grant subcommittee on the agendas as well.

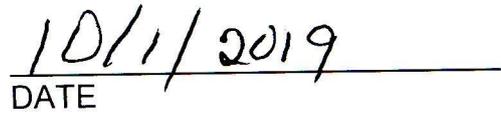
I. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 11:12 a.m.

Respectfully Submitted by:


ANN STEWARD


Margo Christensen, CHAIR


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