

TAC/PAAHC GRANT SUB
COMMITTEE
REGULAR MEETING
WEDNESDAY, SEPTEMBER 18, 2019
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TAC/PAAHC SUB-COMMITTEE
HELD ON September 18, 2019, IN THE CITY COUNCIL CONFERENCE ROOM AT 201
S. CORTEZ ST., PRESCOTT, ARIZONA.

A. Call to Order at 11:01 a.m.

B. Roll Call:

SUB COMMITTEE MEMBERS:

Present:

Jim Dawson

Tricia Lewis

Linda Nichols

Robert Coombs

Steve Bracety

Linda Nichols left at 11:30

Robert Coombs left at 11:32

STAFF PRESENT:

John Heiney, Community Outreach Manager

Ann Steward, Sales & Marketing Coordinator

C. Appointment of Committee Chair **MOTION TO NOMINATE Steve Bracety by
Chair Jim Dawson, 2nd by Tricia Lewis. MOTION APPROVED UNANIMOUSLY.**

D. Review of Resolution Establishing TAC/PAAHC Grant Sub-Committee

Chair Jim Dawson reviewed the required timeline, for completion by 12/31/19. John Heiney agreed that was the request, with the assumption that the completed report would go before TAC in early January, then to Council in February if needed. Steve Bracety asked if this would allow enough time to start the grant process for FY 21. John Heiney said yes it would be enough time, assuming we open the grant cycle on or around March 1.

E. Review of Document Submitted by TAC Member Jim Dawson

Chair Jim Dawson stated that his suggestions as stated in the document, were intended to enhance and improve the current TAC/PAAHC Grant process, not create a complete change. He said he sees this more as evolutionary in nature, or continuous process improvement.

Chair Jim Dawson suggested that the committee look at the application itself, and consider the impact on applicants, reviewers and staff members.

INCLUDE OBJECTIVE AND STRATEGY IN MINUTES (SEE JOHN'S NOTES).

F. Establish Goals and Deliverables for Sub-Committee

Chair Jim Dawson said that he had specific people on the sub-committee in mind for tasks.

Chair Jim Dawson asked Robert Coombs to review the Economic Impact portion of the grant application. He asked Robert to locate a standard economic impact formula for events. Ann Steward said that staff has worked with these formulas in the past, and that we can pay a third party to provide an updated formula. She said that staff will assist in this effort. Robert agreed to the request.

Chair Jim Dawson asked Steve Bracety to help with hotel reporting and educating applicants on how to get hotels to report room nights for specific events. Steve Bracety said each event could have a group code, used when booking the room. This would allow hotels to easily access data after the event. Steve agreed to the request.

Chair Jim Dawson asked Tricia Lewis to review the marketing portion of the application, specifically demographics. Tricia Lewis said that she had many questions about the original application, from a standpoint of requesting marketing information. She has experience as a marketing and PR professional, so she feels qualified to assist in this effort. Tricia agreed to the request.

Chair Jim Dawson asked Linda Nichols to organize all of the new information gathered into a final report. Linda will also look at the application form, to find a way to better organize it. This will be helpful to applicants and the reviewers. Linda Nichols agreed to the request.

Steve Bracety suggested conducting a survey of past grant recipients. Chair Jim Dawson suggested open-ended questions. John and Ann will work on this.

G. Future Agenda Items.

H. Set Next Meeting

1. The committee agreed that the next meeting will be held on Thursday, October 3 at 11 a.m. John Heiney will set the date and will create an agenda.

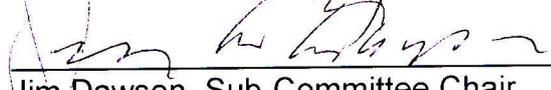
I. Adjournment.

1. The Meeting was adjourned at 11:59 a.m.

Respectfully Submitted by:



JOHN HEINEY



Jim Dawson, Sub-Committee Chair

12/16/19

DATE

10/17/19

DATE