

TAC/PAAHC GRANT SUB  
COMMITTEE  
REGULAR MEETING  
WEDNESDAY, OCTOBER 30, 2019  
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TAC/PAAHC SUB-COMMITTEE  
HELD ON OCTOBER 30, 2019, IN THE CITY COUNCIL CONFERENCE ROOM AT 201  
S. CORTEZ ST., PRESCOTT, ARIZONA.

A. Call to Order at 1:02 p.m.

B. Roll Call:

SUB COMMITTEE MEMBERS:

Present:

Jim Dawson

Steve Bracety

Linda Nichols

Robert Coombs

Excused:

Steve Bracety

STAFF PRESENT:

John Heiney, Community Outreach Manager and Ann Steward, Sales and Marketing  
Coordinator

C. Approval of Minutes

1. Jim Dawson said that minutes from the October 16 meeting had been  
distributed for review. He asked if anyone had changes or comments? Seeing none,  
he called for a vote on approval.

APPROVAL OF MINUTES OF 10-16-19 PASSED 4-0.

D. Review of Application and Report on Following Sections

1. Economic Impact: Robert Coombs said that he met with Jim Dawson, John  
Heiney and Laura Warned and Sheri Heiney from the Chamber to review the  
Bluegrass Festival application, report and survey. In that meeting, the Chamber  
staff said they felt that the grant application was easy to follow and  
straightforward. Ann Steward said the Chamber survey of patrons was helpful.  
She suggested that something like this be included in grant application packets  
as a template. Jim Dawson said the Chamber reports were very good, but he is  
concerned that other organizations may not be able to replicate it easily. Jim  
Dawson said that he had researched websites information about economic  
impact for events. He referred to an economic impact formula offered by South  
Africa. He also cited information from Georgia State University. Jim Dawson  
said that TAC should select information that we want to see in reports, and that a  
survey is the best way to obtain data. For reporting, Jim said that TAC should  
create a "check the box" form for event organizers to use. Tricia Lewis asked  
what information TAC needs, and how it would be used. Ann Steward said that  
economic impact numbers can be reported to City Council and to the State. Jim

Dawson said that we still need a multiplier number. Ann Steward said that one is used by Destinations International, but we would have to pay for the subscription. He said he looked on line and found the cost of Destination International to be reasonable. Jim Dawson asked if staff would be able to combined all documents into one report. Ann Steward said that the application section should be similar to the survey. Linda Nichols asked if we need a different survey for new events. Jim Dawson said no, understanding that new events will not have past information to report. Ann Steward said that having this detailed application, with specific questions, may cause some events to “self select” out of the process and not apply. This is a good thing, because some events do not attract visitors from outside the community. Ann said staff would create a draft survey, and present it back at the next meeting. Linda Nichols offered to assist in creation of the survey.

2. Marketing/Demographics: Tricia Lewis provided a handout, with a revised portion of the application, for marketing and demographics. She explained her thought process for creating the new section. She said she thinks this will help create ownership of the process. The subcommittee discussed including a section for “top markets” for the event. Jim Dawson suggested breaking down the categories as Local, Regional, Statewide, National and International. Applicants can select these by percentage. For example, 40% of the attendees were local, 30 % regional, 10% statewide, etc... John suggested that applicants could select all that apply. Jim Dawson said that the results could be weighted, with more points for statewide, national, etc. Tricia suggested that the application include an age range of the target market. Discussion shifted to the media portion of the application. Tricia Lewis and Ann Steward agree that the applicant should be able to name the media outlet they are using. For example Daily Courier, or Arizona Republic. Tricia Lewis suggested removing language about anticipated reach of message, and to instead use the Local, Regiona, Statewide, etc. language. Tricia Lewis suggested that applicants should be able to describe their marketing plan in their own words.

3. Hotel Reporting: There was no update on this section.

4. Organization: Linda will assist Ann and John developing a standard survey format and questions.

D. Sub-Committee Chair Update

E. Community Outreach Manager Update

F. Future Agenda Items

No future agenda items were suggested.

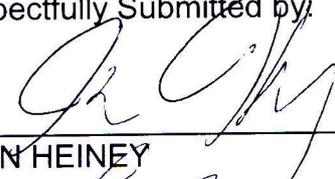
H. Set Next Meeting

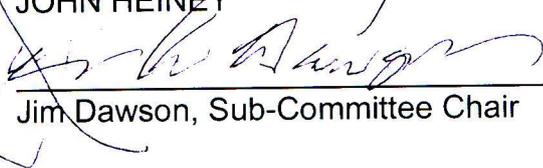
1. The sub-committee agreed to a next meeting date of November 20 at 1 p.m. at City Hall.

I. Adjournment.

1. The Meeting was adjourned at 2:19 p.m..

Respectfully Submitted by:

  
\_\_\_\_\_  
JOHN HEINEY

  
\_\_\_\_\_  
Jim Dawson, Sub-Committee Chair

11/20/19  
DATE

11/20/2019  
DATE