

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, FEBRUARY 19, 2020
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON February 19, 2020, IN THE COUNCIL CHAMBERS AT CITY HALL, LOCATED AT 201 S. CORTEZ STREET, PRESCOTT, ARIZONA.

A. Call to Order: Chair Margo Christensen called the meeting to order at 11:00 a.m.

B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS

Present:

Margo Christensen, Chair
Matt Brassard, Vice Chair
Tricia Lewis, Secretary (By phone)
Steve Bracety
Jim Dawson
Robert Coombs
Fred Veil (By phone)

Absent/Excused:

Cindy Gresser
Mayor Pro Tem Billie Orr
Linda Nichols
Peter Grebauer

STAFF

John Heiney, Community Outreach Manager
Ann Steward, Tourism Sales and Marketing Coordinator
Heather Herman, Front Burner Media
Joe Baynes, Recreation Services Director
Michelle Stacey-Schroeder, Recreation Services
Rick Hormann, Recreation Services

C. Approval of January 8, 2020 Minutes - **MOTION TO APPROVE January 8, 2020 MINUTES BY Matt Brassard, SECOND BY Steve Bracety. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements

Margo Christensen, Chair (Ponderosa Hotel Management) – Nothing.

Steve Bracety (Prescott Resort) – Had Governor’s visit recently and it was fun to work with secret service and his staff. February business has been good. New group coming in March. The Wild Fire Academy is coming up and their attendance numbers are up.

Robert Coombs, (Visitor Information Center) – Had recent We Heart our Members event (almost 300 people came by), renovations look great, also plan to have a grand opening. Visitor Center numbers have been light which is typical for this year, however last February there were a lot of visitors coming in. However, last weekend was really busy, lots of visitors on Saturday.

Jim Dawson, TAC Committee Member – Recently traveled to Denver, flew out of Prescott, it was a great experience, plane was 100% full on the way out and only 5 seats vacant on the way back.

Matt Brassard, Vice Chair (Matt's Saloon) – Nothing.

Tricia Lewis, Secretary (World's Oldest Rodeo) – With recent True West Magazine #4 nomination for Prescott as Best Western Town to Live In, Prescott Frontier Days was also informed that they will be named as Best of the West, Best Historic Rodeo. Also, getting details together for branding and creating new videos of generational rodeo families and participants, new story telling project coming up (this will also include some of the families involved in the State High school Rodeo finals coming up in June in Prescott).

Fred Veil – Construction project going well and target date is April 3rd. Events for new building also in the process of being planned. Date change for Indian Art Market is now June 20 and 21, and no longer in July.

E. Recreation Services Calendar and Events Briefing

Michelle Stacey-Schroeder gave report on the Special Events Calendar (see handout). There are at least 63 special events planned thus far for the city. There will still be some events that trickle in. She called out particularly the month of April and how busy it is. There was also discussion about the city and tourism calendars. There are fewer events that are not happening this year around 4th of July, b/c of when the holiday falls. The Regulators will not be doing the Shootout and The Boys and Gils Club will also not be doing the Mile High Brew Fest. Summer Concert series will be taking place as well as the movies night at Elks Opera House (Wed.) and also the addition of movie night at Ken Linley Field (Fri.).

Jim Dawson asked what constitutes what gets on Michelle's list. She explained that these events are anything to do with city property, streets and the collaboration with the field venue at Mile High Middle School.

Robert Coombs asked if the movies at Ken Lindley will be added to the PDP events rack card. Michelle stated they are working on that.

John Heiney asked if the Long Riders have reached out to Michelle Stacey-Schroeder about doing something alternatively since the Regulators will not do their Shoot Out. She said they had reached out.

Robert Coombs commented that it will be unfortunate not to have the Shoot Out this year. In the meantime the Chamber has been working with the group to serve in more of an Ambassador Role. John Heiney commented that the Regulators (with the Mayor) are always part of the Prada del Sol Parade and this year was the first year they were not allowed to do a reenactment of the shootout so the group at this point of reorganizing.

Rick Hormann gave report on Sporting Events Calendar and Economic Impact Report as well. (see handout)

Ann Steward reported that she and Rick Hormann have been in touch with the event organizers regarding room blocks if they need new room blocks they contact Ann, also we can offer other services for their groups. If it's an existing tournament that already has business with one of our properties we leave it.

Jim Dawson asked two questions. How many people does the number of this particular formula represent? (mom, dad, kid, etc.) Rick Hormann commented that on the formula each team or number has a multiplier.

Jim Dawson also asked what kind of city resources are required to pull these events off in terms of FTE's, what is the city investing in terms of time to do these kinds of things? Rick Hormann commented that it's the full time Parks Crew that maintains the fields, facilities, etc. to prepare and Rick working with each tournament director to coordinate schedules, times, details, needs, etc. Rick and Michelle commented that the Parks Crew is probably about 10-15, and Michelle commented that on the Special Events side it then brings in more city services, police, fire, streets, etc. Rick Hormann commented that this does not include city leagues.

F. Grant Review Committee Update

Jim Dawson gave recap on the subcommittees work and where we are now. At the last meeting a presentation was given with the new documents, since then revisions, edits and final changes have been made. John Heiney stated that this is now a living document at this point the documents are ready. If you find anything you want to change you have until the 28th to send any changes.

Jim Dawson commented on the committee's work and Linda Nichols in particular for taking on the task of content coordinator.

G.TAC/PAAHC Grant Funding Increase

John Heiney commented that this agenda item was requested by a committee member. Ann Steward then shared that it was requested at our last meeting, but first gave a background that the funding was already increased by \$5,000, it went from \$70,000 to \$75,000, so we will be at \$75,000 for these year's awards, but at the last meeting it was requested again to discuss possibly upping these funds even more. So staff put it on the agenda as an item to discuss it, but Ann Steward commented that she wanted everyone to keep in mind that we did increase it already this year by \$5,000.

Steve Bracety asked if there was a number requested for another increase. Both John Heiney and Ann Steward commented that there was no number, but the agenda item request was for just general discussion regarding another increase.

Chair Margo Christensen asked how the \$75,000 was split. John Heiney commented that

\$40,000 went to TAC and \$35,000 went to PAAHC. John Heiney commented to consider that there has been an increase already this year to the funding, but we are in budget planning currently so if the committee feels differently and wants to discuss an additional increase this would be the time to do it, otherwise we leave it at the \$75,000. He also shared that since PAAHC has been re-organizing and doing strong messaging about the grants we may see an increase in PAAHC grant applicants.

Chair Margo Christensen asked if we could recall how many applicants there were for TAC and PAAHC last year. John Heiney commented that it was 27 total, and pretty even for each category.

Jim Dawson addressed Chair Margo Christensen and commented that moving forward if the committee was going to recommend an increase to these funds it would be because of analysis that had been done at the staff level due to an increase of applicants.

Chair Margo Christensen then asked when the due date was for this year's application. John Heiney commented that this was in his report later on in the agenda, but he could review that now if that would help? The due dates are; the process opens March 2nd and then closes April 3rd.

Margo Christensen then asked about the time frame regarding the next TAC meeting and then at that point knowing how many applications we had, we could we then possibly discuss a need for an increase at that meeting?

Steve Bracey commented that we may want to consider this next year and then we would have the history to justify the increase.

The item will be kept on the agenda for the next meeting.

Move to Item H, #2. Community Outreach Manager Report.

John Heiney reviewed dates, see press release handout. Also discussed grant scoring and review dates.

H. Staff Report/Information

1. STR (Smith Travel Research) and Bed Tax (see handouts). Ann Steward explained that if you look at January's numbers, those are actually December's numbers, so we were actually down this December compared to last. January's bed tax reduction was down 7%, there could be a lot of variables. John Heiney commented that overall for the year we are still ahead 5.3%. Heather Hermen commented that Christmas was on a Wednesday in 2019. Ann Steward said she would send the committee these reports in March since we don't have a meeting.

Chair Margo Christensen commented that she noticed supply was up, but demand was down 4.6%, has someone added rooms or is someone extra reporting? It was decided staff would look into this.

Steve Bracey asked if Forest Villas is reporting now. Ann Steward said she would find out.

2. Community Outreach Manager Report. See above and then John Heiney shared information on the Tourism Marketing Authority. The documents were in their packets. This initiative is currently being looked at by the legislature. There has been some push back from some destinations across the state.

Chair Margo Christensen shared what concerns she knew about from Sierra Vista and Flagstaff. She asked if Heather Hermen had heard anything from Sedona, Heather said no. The concern is the flow of money, because we are all structured differently.

3. Sales & Marketing Report:

Ann Steward discussed scheduling the next Tourism Team Up and what the options were? Does anyone have any subject ideas, or thoughts? One option was that Audra from Granite Mountain Brewing has offered to do a social/networking Tourism Team Up for all stakeholders. Committee members were in favor of this option.

Heather Hermen reported that Ann Steward and Wendy Bridges will be attending the Denver Travel and Adventure Show. Also, next year AOT will add Denver as a new market that is a direct result of the flight from Prescott, also advertising options will be added into the co-op. The office is also reviewing marketing and advertising proposals for next fiscal year.

Eurowings FAM will be happening soon and Prescott is the only destination outside of the Valley. Phoenix Magazine just did their Epic Weekends story and the Meadery was included in that.

4. Recreation Services Report: None

5. Airport Update: Report will be emailed.

6. 2020 Upcoming Meetings:

- a. March - Tourism Team Up – Date TBA
- b. April 8, 2020 – 11a.m.
- c. June 10, 2020 – 9:30-1:30p.m.

Chair Margo Christensen asked if everyone was available on June 10th.

E. Future Agenda Items: TAC/PAAHC Grant Increase

F. J. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:13 p.m.

Respectfully Submitted by:



5.15.2020

Ann Steward

Date

Margo Christense
Margo Christensen, Chair

5/15/20
Date