

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, June 10, 2020
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY
COMMITTEE HELD ON June 10, 2020, 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

Jim Dawson

Robert Coombs

Fred Veil by Phone

Peter Gebauer

Linda Nichols

Cindy Gresser arrived 11:02

Steve Bracety

Mayor Pro Tem Billie Orr arrived 11:10

Absent/Excused:

STAFF

John Heiney, Community Outreach Manager

Ann Steward, Tourism Sales and Marketing Coordinator

Heather Herman, Front Burner Media by Phone

Joe Baynes, Recreation Services Director

C. Approval of May 13, 2020 Minutes - **MOTION TO APPROVE MAY 13, 2020 MINUTES BY Linda Nichols, SECOND BY Peter Gebauer. MOTION PASSES UNANIMOUSLY.**

D. **Committee Member Announcements**

Steve Bracety (Prescott Resort) – Commented on current world. Casino is now open which helps a little bit, once the governor lifts restrictions for 10 or more people that will also help business. They are still booking and re-booking groups for the fall and even into 2021. Future looks bright. They do have some conferences coming up where measures will be put into place.

Robert Coombs (Visitor Information Center) – Seconded Steve's comment on the current world situation. Adjusting to new life. Chamber has been open this entire time, but Robert has been manning the Visitor Information Center on the outdoors rack, no volunteers. They do plan on opening on the 18th, but with limited hours and no weekends. Still trying to determine when the best time is to bring back volunteers. Territorial Days (many precautions are in place) is coming

up. They are concerned about people in Prescott who are not wearing masks. Overall doing well. Phone calls are still coming in, many phone calls about what's open and what's happening and not happening.

Linda Nichols (Committee Member) – Looking forward to going back to Chamber. Also, she thanked Steve for working with her group on all the adjustments to make sure they are staying safe. Also, she expressed her empathy to all the businesses for the losses and all they have been through.

Peter Gebauer (Watson Lake Inn) – The Inn opened last week with reduced capacity. Cooking classes have resumed and been busy taking reservations for future weeks. Website traffic is up.

Matt Brassard, Vice Chair (Matt's Saloon) – Matts re-opened last Friday, at this point all the bars in town have opened. They were trying to hold out as long as they could, there were restaurants getting really full because bars were not open and it made it hard for them to practice social distancing. Excited to be open and get people back in.

Fred Veil (Sharlot Hall Museum) – Museum has re-opened last Friday, had a good weekend. Fred compared the numbers from last year and this year's numbers were very consistent, so that is a positive. They do have shorter hours this summer and they are closed on Mondays. He is pleased so far with the way things are going. Folks Art Fair was canceled and will not be rescheduled. At this point other fall activities are planned. Education Center has opened. They will host the Chamber CEO Roundtable and it will be the first event there.

Cindy Gresser (Museum of Indigenous People) – Has a very cautious and conservative board. They have decided to wait until July 11th to open the museum to the public. In the meantime they have been giving an 85 year old building a top to bottom cleaning, it has been a momentous task. On July 11th the museum will open with a brand new exhibit "Eye on the Storm." Indian Games will also be conducted outside and their very first online auction will take place. Events are on hold right now, they are looking into digital solutions for their education series. They are also doing everything they can to get supplies to the Hopi and Navajo (masks, food, etc.).

Margo Christensen, Chair (Ponderosa Hotel Management) – Expressed a similar situation to the Resort, lots of cancellations. They do have some re-bookings for the fall. They have lost group business from some of their international clients. EV Charging stations have opened and renovations at Spring Hill Suites are getting close to being complete. Invited everyone to tour it.

Jim Dawson (Committee Member) – Expressed his empathy and admiration to everyone for everything they are going through during this time.

Mayor ProTem Billie Orr – Phippen is open. Western Heritage Center did a training last week for re-opening and they will be open on the weekends. She has been playing Pickle ball and she thanked Recreation Services for keeping everything open and available.

E. Appointment of TAC Committee Member

John Heiney reminded everyone that Tricia Lewis gave her resignation due to a new job she has taken with the City of Cottonwood as the Economic Development & Tourism Director. The way the vacancy works to be filled is to choose from the committee applicants who were in the queue from the last opening who were not chosen in the last go around. They are considered first, it is not opened up for new people to apply. Applicants were looked at and the Tourism Office recommended Charlie Mormino (with Yavapai College School of Hospitality as an instructor) and council approved it yesterday. Charlie will join us for the next meeting and be sworn in at that time.

F. Logo Revision Refresh and Update of Font Discussion

Ann Steward explained that in the handout provided there were three concepts for possible font revisions to the logo. Ann went on to explain this is not a complete logo revision or a re-branding, but rather just the logo font. First this font that is in the logo now was from the inception of the Tourism Office probably 9-10 years ago. This font is also the same font that the majority of DMOS and CVBS use, because it was pretty much one of the only fonts back in the day when these offices were being created. The Office feels the font needed an update, a refresh. The concepts were brought to the committee today to run them by you to get an idea of the look and the feel, to open up the font revisions for discussion. The committee shared comments on their likes and dislikes. There was a consensus that no one really liked #2. (To hear committee comments you can access the meeting recording). It was hard in the recording to hear all the comments.

Ann further explained that this is not a re-branding it is simply a revision of the logo font for several reasons. The current logo font is very outdated and has been hard for some of our designers to find at times. Secondly, it is the same font used by many Tourism Bureaus across the country and we don't necessarily stand out, and lastly because the office got new photography last year and the office was in the process of changing banners, materials, etc. to update the display information and before we ordered everything we thought it would be smart to revise the font first. Staff will take one and three back to the drawing board to get some variations.

Jim Dawson asked about the process we used for this and if we for example picked key words to evaluate this process, etc.

Ann did explain there was background work completed, key words, imagery, using our pillars etc.

John Heiney commented that he also asked Ann these questions and once he understood the background he understood it was more of a tweak to the font than a complete re-branding.

G. TAC Grant Guidebook

Jim Dawson explained that the guidebook is more of a thought process right now, but given our move to more quantifications with our grant applicants and the desire for all of us to have continuous improvement he has been penciling around, writing an outline and thinking through it. If we had a guidebook that essentially was a "how to" for successful festival and events, a marketing section with how to identify target audiences, value of census bureau information and how to access it, etc. and before this would get published he would think that Heather would

want to have a hand in it for some of these “on the ground things” they are still simple enough that wouldn’t require a big ad agency or big media company to do it, but that volunteers and committees could complete. Then in addition to that crowd count, essentially following the outline of the grant application and then how to put things together. Thinking probably to be introduced when we go through the process next year.

Robert Coombs commented that he believed it would help applicants with the grant process.

As far as the process goes Jim Dawson stated that he would continue writing stuff up and researching, then would like to re-form the sub-committee to work on the guidebook, after that present it to the overall committee.

John Heiney commented that there is enough time to do this.

Jim Dawson shared that he was thinking it would be more than a pamphlet, but the guidebook would have appendices such as Arizona zip code maps, maybe Arizona media outlets explaining all of the outlets they own/ run, etc.

There was conversation about how the book would look and whether it would be digital or hard cover.

John Heiney commented that is definitely a hugely improved process from comments received back from the applicants, the newer applicants who hadn’t done it before did pretty well with it, the returning applicants had a bit more of a struggle with the change. He thinks overall it was an improved process, but from other comments we know we need to clarify some sections and questions. We all agree we want the applicants to be successful at getting the grant, but also their event and marketing it. During the last grant process we all found there was some that missed the mark, so he feels the more we can educate them and make it more of a collaborative process it only helps make them successful.

Jim Dawson when on to explain that the guidebook would also have things like how to project, collect the number of room nights and what the process looks like. He also shared that he engaged Linda Nichols regarding the TAC scoring sheet and possibly creating a separate tool that would help the scorers as they are evaluating.

Linda Nichols shared that this tool would give you a bigger picture so that they could compare and rate the evaluations as they go along.

Steve Bracety shared the used a similar process when they were purchasing a property management system.

H. Public Transit Plan

Mayor Pro Tem Billie Orr informed everyone on her role with CYMPO and what CYMPO does. About a year and half ago, the US Vets came to city and county with their request for a Public Transportation system. A study was completed. About a 1/3 of the way through the process was

shut down, mainly because of political support. Then there was great news that in the Cares Act there is a piece for public transportation. Therefore, they are now looking into this option and can use these funds to set up a transportation system. However, after COVID they know now that people are not going to get on buses, and transportation systems around the nation are changing. The systems are changing now to fit more of Uber and Lyft system than a bus with stops, not fixed route bus systems. It is called an ON DEMAND system. Arlington, TX has tried this system. They are hoping that with the \$3.6 million dollars that they will look at creating an ON DEMAND system here, rather than a fixed route bus system. They won't be able to use the study completed that was pre-COVID. CYMPO does not need the cities permission to do this, but they would like the cities support, the county does not want any part of it, but will be the fiduciary. Could be up in running by next March, they will also look at private partnerships. They want to create a good system for our quad city area. The intention is to create the system with the Cares Act money that will fund itself for three years.

Linda Nichols asked if it would be considered public or private. Mayor Pro Tem Billie Orr commented that it would be a Public/Private partnership. There may be a cost for the service.

Jim Dawson googled the Arlington system while in the meeting. They charge \$3.

Linda Nichols asked if it would be considered a grant. Mayor Pro-Tem Billie Orr explained they would have Prescott and Prescott Valley apply for the Cares Act Money. She explained Chino Valley does have an option for transportation right now.

Cindy Gresser asked about thinking about the option of partnering with the local churches and their vans.

I. Staff Report/Information

1. STR (Smith Travel Research) and Bed Tax (see handouts). Staff shared Bed Tax and STR reports. Month occupancy did climb to a positive single digit. On a weekly basis Ann Steward explained the reports are showing an increase of about 10% increments, but still in the negative.

Margo Christensen commented that May should look better.

John Heiney commented that during Memorial Day weekend some days were approaching 90% occupancy and weekday was about 50%. John Heiney also explained this is all organic, there is no marketing going on.

2. Community Outreach Manager Report. John Heiney shared that he wanted to thank Ann Steward. He wears three hats for the city and Ann helped out with Economic Development and Tourism.

Margo Christensen wanted everyone to know that the Tourism Marketing Authority bill did not pass.

John Heiney shared that he did share with the governor's office that it does need some refining.

4. Sales & Marketing Report. Heather Hermen shared that she has been in touch with AOT and the co-op will happen, but will be late, as of now AOT is getting out the RFPs for the advertising selections that will be in the co-op as well as the agency that will coordinate it, last year it was Off-Madison Avenue. She anticipates that we will not be seeing the selections till end of the month, deadline probably July, but won't be all in place till August/September. She did ask about the dollar limit, still waiting for a response. She is expecting the \$50,000, if it's larger that will be a surprise. Heather shared her recent experience traveling and flying. She feels that air travel will not recover as quickly. It is good for us since we have already shifted our focus to the drive market.

Ann Steward shared information about the Sparklight Digital campaign, it launched on June 1st. Some of the zip codes and attractions were adjusted no results yet, because it's only been a week. It will give us real data about where state residents are really going and what they are doing. We did adjust some of the geo targeting attractions to some of the northern attractions to capture the traffic heading north on I-17 and not turning on to HWY 69.

Also, our Sky Harbor fulfillment company Lamar Advertising has reduced our monthly fee for the next year, as a gesture during COVID.

Ann Steward shared regarding a matching program that Sparklight had launched. Our campaign was matched back 100% so not only are we getting an increase in digital marketing, but we're also getting streaming advertising. The Tourism Office has never participated in streaming advertising so it will be interesting to learn how that campaign performs.

Safe messaging campaign has launched.

Phone calls and FB messages about what's open and what it looks like up here.

Cox Media campaign also launched on Tuesday.

There have been five hotels who have remodeled in the last 5-6 months.

Linda Nichols asked a question regarding a newsletter. Staff explained that we do have a consumer newsletter and that it has a 50,000 distribution list, but to keep in mind locals wouldn't get our Visit Prescott newsletter.

3. Recreation Services Report. Joe Baynes reported that the tournament schedule has started again. Father and Son golf tournament was last weekend, success again, this tournament has been going on for 56 years. The golf course had record rounds last Friday and now ahead of their schedule for the year, he thinks this is due to COVID. Parks and Recreation staff designed a built a barge successful for the fireworks. They had their maiden voyage this morning testing 500 lbs. of materials. This will allow us for the future that they can shoot off fireworks with a safe

fall out zone. As of now Fireworks event will go on, but they also have a plan B in place, in case the Governor makes any future restrictions. Movie night at Ken Linley has started and are going well. Thanked the James family for their sponsorship.

4. Airport Update: Due to time Ann Steward will email this report to the committee and it will be recorded with the Clerk.

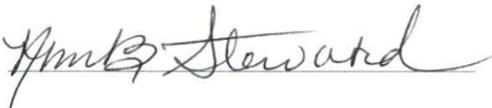
5. 2020 Upcoming Meetings:

- a. TAC Regular Meeting - July 8, 2020 – 11am
- b. TAC Regular Meeting - September 9, 2020 – 11am
- c. TAC Regular Meeting – October 14, 2020 – 11am
- d. November – Holiday Gathering
- e. TAC Regular Meeting – January 13 , 2021 – 11am
- f. TAC Strategic Planning – February 10, 2021 10am -2pm

J. Future Agenda Items.

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

Respectfully Submitted by:



Ann Steward

7/8/2020

Date



Margo Christensen, Chair

7/8/20

Date

Transient Lodging (Bed Tax)

Reported in	Receipts	Receipts	%	Receipts	%	Receipts	%
Month	FY 20	FY 19	Change	FY 18	Change	FY 17	Change
July	97,525	105,569	-7.62%	99,145	6.55%	88,774	11.68%
August	112,621	94,491	19.19%	89,260	5.99%	84,597	5.51%
September	103,543	91,426	13.25%	77,799	17.63%	73,169	6.33%
October	96,916	93,625	3.52%	86,613	8.18%	80,050	8.20%
November	103,078	87,807	17.39%	82,434	6.62%	73,527	12.11%
December	70,926	71,110	-0.26%	66,919	6.26%	53,767	24.46%
January	74,011	77,523	-4.53%	75,782	2.05%	69,208	9.50%
February	65,494	63,487	3.16%	58,557	7.38%	48,403	20.98%
March	72,522	66,376	9.26%	73,662	-9.90%	61,741	19.31%
April	48,705	93,897	-48.13%	92,274	1.76%	86,764	6.35%
May		92,489		89,627	15.48%	77,610	15.48%
June		96,316		95,800	14.45%	83,705	14.45%
Total:		1,034,116	0.52%	987,871	6.87%	881,316	12.86%