

TOURISM ADVISORY COMMITTEE
REGULAR MEETING
TUESDAY, OCTOBER 1, 2019
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY
COMMITTEE HELD ON October 1, 2019, AT THE GARDEN ROOM AT THE
HASSAYAMPA INN, LOCATED AT 122 E. GURLEY STREET, PRESCOTT, ARIZONA.

A. Call to Order: Chair Margo Christensen called the meeting to order at 10:02 a.m.

B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS

Present:

Margo Christensen, Chair

Matt Brassard, Vice Chair

Tricia Lewis, Secretary (by phone)

Jim Dawson

Fred Veil

Robert Coombs

Linda Nichols

Peter Grebauer

Mayor Pro Tem Billie Orr (arrived at 10:04 a.m.)

Absent/Excused:

Cindy Gresser

Steve Bracety

STAFF

John Heiney, Community Outreach Manager

Sarah Siep, Deputy City Clerk

Joe Baynes, Recreation Services

Kristi Miller, Airport

C. Approval of September 3, 2019 Minutes - **MOTION TO APPROVE September 3, 2019 MINUTES BY Jim Dawson, SECOND BY Linda Nichols. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements.

Peter Grebauer – This summer has been very busy with positive business overall. He advised that in February they installed mimo technology, which neutralizes the negative effects of mobile technology. This is used widely in Europe and he has noticed improved water and air quality, guest experiences and a reduction in utility bills.

Mayor Pro Tem Orr asked if this is related to 5G technology.

Mr. Grebauer stated that it is related, and shared a pamphlet of information with the Committee.

Matt Brassard, Vice Chair (Matt's Saloon) – Getting ready for the October 17th Scream Factor and November 29th Enchanted Christmas openings.

Fred Veil (Executive Director Sharlot Hall Museum) – The building of education center is moving along nicely and the roof is currently being finished. This coming weekend will be the 41st Annual Folk Music Festival.

Linda Nichols – Still working on updating amenities at the dog park, and has been working with Robert at the Chamber finding that many inquiries are received regarding Prescott.

Mayor Pro Tem Orr – PDP has Everybody's Hometown Festival on Oct. 19th this will be a family friendly event and should be wonderful for the community. Also, the Whiskey Row Alley Mural is looking beautiful and should be completed by Nov. 1st. She commented that she has been working steadily at Western Heritage Center which open Friday/Saturday/Sunday and in need of volunteers

Robert Coombs (Prescott Chamber of Commerce) – The Chamber's last Fair in the Square is this weekend, and overall attendance counts have been higher this year than last year.

Manuel Lucero for Cynthia Gresser – Smoki's Dia de Los Muertos Celebration will be Oct. 27th, the Smoki has applied for and received their liquor license for the event. Set up of alters will begin on October 20th. They will also have their annual Fall Fundraiser in November.

Tricia Lewis, Secretary (World's Oldest Rodeo) – Prescott Frontier Days Sponsorship Dinner was September 30th and very well attended.

Margo Christensen, Chair (Ponderosa Hotel Management) – The Residence Inn just rolled out mobile and digital services. Bonvoy members are able to use the app for check in/assistance and other services. Springhill Suites will be doing this next year during the 21-year renovation between January and June.

E. TAC/PAAHC Grant Process Review Updates

Committee Member Jim Dawson discussed the Subcommittee which was established at the last TAC meeting. The group has conveyed once and will be meeting again on October 3rd. They have divided the core elements of the grant review process into components to help move the process along more quickly and they plan to have recommendations for TAC at the January meeting.

F. Whiskey Row Alley Project Update

Mr. Heiney provided a presentation to the Committee discussing the work that city staff has done on the project with the encouragement of leadership to improve the look and safety of the alley. Many cities have activated alleys as public spaces and this has been used as a model for Prescott to work toward. In particular things like safety, trash collection, lighting, pedestrian access and public art are being taken into consideration in activating the alley as a public space. He also reviewed the packet of information which was presented to the City Council at a recent Study Session Meeting. The proposed gateway arch signs at both the Goodwin St. and Gurley St. access points for the alley as well as the neon cowboy boot art that has been proposed as well.

There has been a general consensus that tourism dollars would be needed as a contribution to cover the signage with a split of no more than \$40,000. The cost of the mural is completely covered by donations with additional funds being left over.

Committee Member Veil asked if a contribution/cost match for the art will decrease the amount of funding that is available in the grant program. And what the standards are for what the bed tax funds can be used for.

Mr. Heiney responded that this will not decrease the grant funds available as it is not a budgeted expense it will not impact what is set aside for the grant funds. He commented that the primary intent of bed tax funds is for marketing, however, there is a portion that may be used toward things such as enhancements, attractions and amenities which this should certainly qualify as.

Chair Christensen confirmed that bed tax funds are required to go toward "tourism promotion and recreational amenities", so this does fall in line with the legislation. She also commented that while in attendance at the recent Study Session a few Councilmembers discussed ongoing maintenance being covered by bed tax funds and this is something that TAC should discuss.

Committee Member Dawson stated that he is concerned about the "slippery slope" that can occur when marketing dollars are allocated to other items and sometimes funds can be appropriated where they should not be. Ongoing maintenance can become very costly and it is not appropriate for that to come from bed tax funds.

Mayor Pro Tem Orr commented that she has been involved in many of the meetings that have taken place over the last several months regarding the alley enhancements and this was the first she has heard of ongoing maintenance coming from bed tax. City Management has been transparent and open about the fact that the city will be maintaining these enhancements, and while the initial costs are appropriate for bed tax ongoing maintenance would not be covered by that.

Secretary Lewis commented that she loves this idea and cleaning up this area is important to the revitalization of the downtown area. This corridor should be welcoming and safe so she is 100% behind the enhancements. She agrees that it is important that the Committee have a say about where the bed tax is contributed and is cautious about ongoing maintenance coming from bed tax.

Chair Christensen said that TAC can keep an eye on the ongoing maintenance and should anything come up address their concerns regarding bed tax. It should not be used for this.

G. Use of Bed Tax Dollars for Whiskey Row Alley Improvements

Committee Member Veil commented that he is confused on funding for the project and asked for clarification on the total costs and what the bed tax split would be.

Mr. Heiney stated that the total project cost is estimated to be \$110,000, but the split from bed tax would only be for entry way arches and proposed neon signage in a total amount of approximately \$80,000 with no more than \$40,000 coming from bed tax.

Committee Member Coombs said that he loves the whole idea of this and feels that it will help to enhance the beauty and safety of the downtown area.

Mayor Pro Tem Orr echoed the Committee Members comments and stated that she feels this will tie together other additions and enhancements in downtown.

Committee Member Dawson said that this is a fabulous idea and his only concern is the allocation of resources.

MOTION TO APPROVE THE USE OF NOT MORE THAN \$40,000 FROM THE BED TAX BUDGET FOR ENTRANCE SIGNAGE ON WHISKEY ROW ALLEY by Tricia Lewis, SECOND BY Peter Grebauer. MOTION PASSED UNANIMOUSLY.

H. Staff Report/Information

1. STR (Smith Travel Research) and Bed Tax:

Mr. Heiney commented that the most recent bed tax reports have not been received, but will be provided via email once they are. This year June through September had an overall occupancy increase of four percentage points from 69% to 73% and this is a significant increase. Weekly reports widely fluctuate due to special events, but over the course of quarter the averages are significant

Chair Christensen stated that her properties have been at about 87-88 percent occupancy this year.

Committee Member Dawson asked if it would be possible to break the trends out into weekdays versus weekends.

Mr. Heiney said staff would look into that. He also provided updated flyers and handouts to the Committee for this year's "Christmas City" campaign which will be available on visitprescott.com, and discussed the potential opportunity to host the Arizona High School Rodeo Championships during the first week of June 2020.

Secretary Lewis commented that World's Oldest Rodeo has been looking into this for some time and it would be great for the community so the Rodeo Foundation will provide whatever assistance is needed to make that happen.

2. Community Outreach Manager Report:

Mr. Heiney discussed Tourism Service Day which will take place in Spring 2020, and discussed the need for strategic planning in 2020 as it will be the mi-point since the Committee's five year plan was completed. Staff will be following up with the Committee regarding scheduling.

3. Sales & Marketing Report:

Mr. Heiney stated that Ann Steward is in Los Angeles promoting Prescott Tourism at a convention this week and that she will provide a report at the Tourism Team Up on October 16th and in addition at that meeting there will be a presentation from the Head of State Tourism Office. Staff is also working to schedule 2020 Committee Meetings and will report back.

Heather Hermen's Marketing Report – will be implementing a tool called Crowdriff to social platforms, giving them the ability to pull content from Instagram and Facebook which highlights Prescott and can be shared. October started the seven month TripAdvisor Campaign. Ms. Hermen attended the National Concierge Association Meeting in Cave Creek last month and was able to share information regarding Prescott, upcoming events and Arizona's Christmas City planned events.

4. Recreation Services Report:

Recreation Service Director Joe Baynes discussed the upcoming Master Plan Public Meeting set for October 15th at 11 a.m. in the Library's Founders Suite. He said that this year's special events have had even high participation than previous years and are keeping staff and organizers busy.

Mr. Baynes and Mr. Heiney discussed the recent coverage in "PinkBike" regarding Prescott's Mountain Biking community and opportunities.

5. Airport Update:

Airport Management Analyst Kristi Miller commented that as of September, PRC has surpassed 20,000 emplanements and 40,000 passengers and they anticipate exceeding 28,000 emplanements by the end of this year. There will be additional holiday flights in November and December. She discussed the upcoming AirShow and postponed terminal groundbreaking.

G. Set Next Meeting

Tourism Team Up – Wednesday Oct. 16th 2 pm (Council Chambers)

November – Holiday Gathering: Ms. Steward will handle when she returns from Los Angeles and will be in contact with the Committee regarding scheduling the 2020 Meetings, this will likely be the last meeting on 2019.

Mayor Pro Tem Orr thanked the Committee for their contributions to the Whiskey Row Alley signage.

H. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 10:57 a.m.

Respectfully Submitted by:

Ann Steward

Ann Steward

2-19-2020

Date

Margo Christensen

Margo Christensen, Chair

01/19/20

Date