

TOURISM ADVISORY COMMITTEE
REGULAR MEETING VIA ZOOM
WEDNESDAY, August 12, 2020
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY
COMMITTEE HELD ON AUGUST 12, 2020, 201 S. CORTEZ STREET, PRESCOTT,
ARIZONA. Via Zoom Meeting.

A. Call to Order: Chair Margo Christensen called the meeting to order at 11:04 a.m.

B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS

Present:

Margo Christensen, Chair
Matt Brassard, Vice Chair
Steve Bracety
Robert Coombs
Jim Dawson
Cindy Gresser
Peter Gebauer
Charlie Mormino
Linda Nichols
Fred Veil
Mayor Pro Tem Billie Orr

Absent/Excused:

STAFF

John Heiney, Community Outreach Manager
Ann Steward, Tourism Sales and Marketing Coordinator
Heather Hermen, Front Burner Media

C. Approval of July 8, 2020 Minutes - **MOTION TO APPROVE July 8, 2020 MINUTES BY Steve Bracety, SECOND BY Jim Dawson. MOTION PASSES UNANIMOUSLY.**

D. **Committee Member Announcements**

E. **COVID-19 Discussion**

(These two items were combined and become part of one discussion).

Matt Brassard, Vice Chair - On Monday the governor's office released guidelines for the re-opening of bars. Bars with a food permit will be able to re-open next week. The guidelines will be difficult as they are very strict, no dancing, standing, 50% occupancy, and sanitary measures.

Peter Grebauer (Watson Lake Inn) - So far the month of August has been off to a good start. They continue to operate the Inn and cooking classes, dinners at a reduced capacity. Also improving landscaping and will replace flooring for the guest rooms in October.

Fred Veil (Sharlot Hall Museum) – Shared information about museum events rescheduled or canceled. Fred also announced his retirement. He will also be resigning from TAC.

Steve Bracety (Prescott Resort) – Commented on continuing conference cancellations and reschedules now moving to next spring. Also commented on move to market resort as more a leisure destination for the coming months as well.

Charlie Mormino (Yavapai College - Hotel and Restaurant Management Professor) – Provided more information regarding industry updates for the restaurant industry.

Cindy Gresser (Museum of Indigenous People) – Gave update on re-opening of museum and how it's going.

Margo Christensen, Chair (Ponderosa Hotel Management) – Shared information regarding recent AZLTA call regarding the Tourism Marketing Authority. You can call Chair Margo Christensen with any questions.

Heather Hermen commented that it was on Facebook Live, so anyone can go there to find the video.

Robert Coombs (Visitor Information Center) – Visitor Information Center has been open for three weeks now, about 55-60 guests per day. Trying to help keep business open, he is sorry about the bars and hopes some kind of support for them will come forward soon. Faire on the Square is still being planned for Labor Day weekend. It will be busy with vendors since Mountain Artists Guild had to cancel. Congratulated Fred on his retirement and all his help over the years.

Jim Dawson (Committee Member) – Was happy to see some of the restaurant seating being able to be moved outside. They went to Rosas's recently and it was a terrific experience, he thinks this is a positive move for downtown restaurants where it's applicable. Wished Fred well.

Mayor ProTem Billie Orr – Commented on how frustrating it has been during this time and the diversity in our community for those who are doing well and those who aren't. She and the Mayor have met multiple times to discuss what they could do for the bars, they have met with Senator Fann, she has talked to Matt quite a bit; but ultimately the Governor has just had a real stronghold on the bars. Yesterday she learned that two counties had been given some leeway for some local control and fortunately Yavapai was one of them, it was Yavapai and La Paz counties (they qualified based on the metrics.) However, it still doesn't help our bars because of the number they want the positivist rate to be at before bars can open. She had a recent conversation with Senator Fann and Andy Tobin about funding. Parklets got approved, there was some push back, but overall it will help our restaurants in the meantime. She reiterated that she will continue to push for the bars and do everything she can to help them open. She thanked everyone for hanging in there.

Matt Brassard commented that he had a meeting last week at the capital with Senator Fann and some of the other Representatives. They also feel their hands are tied. He also commented that

she reinforce to all councilmembers that all business want to make it, are important, and are not replaceable.

Mayor Pro Tem Billie Orr commented that she has already had that conversation and she thinks the information verbalized was taken out of context. She went on to say that Matt's Saloon has done some much for the city, all the bars have been here for the community, and we all want to be here for them.

Chair, Margo Christensen commented that she also talked with Councilmember Sischka, the comment was taken out of context and the intention was that we are all resilient and we will all make it through this.

Linda Nichols asked Matt Brassard if the bars are selling gift certificates. Matt Brassard said yes they have, but there are some legalities when it comes to liquor laws and gift certificates.

John Heiney commented about an announcement the Chamber will be making to help the bars. It will give the community a chance to financially help the bars.

E. Committee Member Emails

Ann Steward informed the committee that the Clerk's Office will be getting rid of their city emails. From this time forward that staff will only being email their personal emails. She informed and reminded the committee that due to this they should always be precautious about privacy and open meeting law rules. Emails that are sent from staff will only be agenda, minutes, reports, scheduling, and any information and documents that pertain to TAC business. If you email back on those items you are fine, but if it is anything else she asked the committee members to call her. If you are ever questioning what you are emailing call staff instead. And, always remember NOT TO REPLY All.

F. GCOT Review and Recovery. Ann Steward informed the TAC committee that staff recently attended GCOT (Governor's Conference on Tourism). She emailed links to the committee for them to watch. She commented that staff feels good about the state's plan moving forward, the key takeaway was RECOVERY. The state presented their recovery plan, some of which are classes with a Destination Strategic Marketing firm, all marketing is starting with in-state drive markets, and then neighboring state drive markets, one of which is Denver, staff was happy to see this since Prescott had launched their Denver campaign last spring. Ann Steward also informed staff that for the next couple years Recovery Plans may be what will be implemented vs. a strategic Plan.

Heather Hermen explained that the Recovery Plan Ann mentioned is through a group called The Corragio Group, they will serve as a destination recovery cohort program for the destination recovery market. AOT used them this year to come up with a recovery program for the state office. They did a call out to constituents across the state, she served on the board for Northern Arizona. There was multiple calls and zoom meetings to discuss challenges and issues in all destinations, what is most important, what is needed in certain areas, and the work they did to help the state office come up with their program. AOT's

budget has been cut \$4 million dollars this year (no sporting events or gaming going on) therefor budget was reduced. AOT realized that when they were going through the recovery program with Corragio Group it would be an asset for destinations in the state. Through the co-op each rural destination has the opportunity to sign up for 14 hour training program to go through and come up with actionable strategies, recovery stages so it will help with current pandemic and plan moving forward, it is a \$25,000 value per destination. It is tool that will give us longevity.

Some other items to mention about the co-op are that there is no international marketing, only Mexico and it is a very small portion, but translation services are being offered for other markets.

Chair Margo Christensen wanted to clarify that there was nothing for Canada. Heather Hermen said yes, but they will continue to utilize reps in countries such as Canada, China, Germany, etc. We can push any PR to them to get to their markets. A request was received this morning for interesting copy for the German market.

The drive markets that the state is going after are Arizona (heavily), California, Nevada (Las Vegas and Reno), little bit of Texas, no Chicago, no east coast, but this narrows down what we will focus on. There is a lot of data point collections opportunities that staff needs to discuss. On Americanway.com there is an opportunity for in flight video, other opportunities that we are looking into include, Triple A, West Jet magazine, Arizona Highways, and billboards in the Valley. If we do a billboard staff has an idea for a specific url that would drive people to our site and enable us to track. We have been getting a lot of solicitation from publications and other opportunities outside of the co-op. For example Triple A is launching a direct-email campaign and the rates are affordable. We'll be doing The National Park Journal, the reason we are interested in this is because when people get to the Grand Canyon they realize they need more to do after their visit there, and we will get a minimum of 4,000 emails from this campaign. Co-op is behind schedule as you know. Staff is in the middle of selections and turning in paperwork. The only options for travel shows are two virtual options, we are opting out of one to put the funds toward marketing.

John Heiney commented on Corragio Group, he is excited about it, there is a unique opportunity to work with a very skilled group of people too, that can help our destination plan for not just this coming year, but years out, it is not just for the tourism office but we will be able to include stakeholder organizations.

G. Staff Reports

1. STR (Smith Travel Research) and Bed Tax – Handouts turned into clerk. Staff shared STR from last week and commented on occupancy slight increases. Ann will also email the reports. Reports are showing single negative digits vs double negative digits compared to other destinations.

2. Community Outreach Manager Report. John Heiney commented again on Recovery Planning and the opportunity with the Correggio Group. He gave an update on the “Parklet” situation as well.

3. Sales & Marketing Report. Ann Steward reported that she had Go West coming up virtually. She said she would email all the reports and that the office is hoping to launch the Sparklight Geo Targeting campaign again soon and Cox Media will be releasing the fall campaign as well.

4. 2020 Upcoming Meetings. Discussion was had by the committee to plan for meetings being an hour and half moving forward. TAC committee meetings will be scheduled from 11 a.m. to 12:30 p.m. that way we will have time if needed for business, otherwise we can wrap up before 12:30 p.m.

- a. TAC Regular Meeting - September 9, 2020 – 11am
- b. TAC Regular Meeting - October 14, 2020 – 11am
- c. November – Holiday Gathering
- d. TAC Regular Meeting- January 13 , 2021 – 11am
- e. TAC Recovery 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 12:14 p.m.

Respectfully Submitted by:

Ann Steward

Ann Steward

9.9.2020

Date

Margo Christensen
Margo Christensen, Chair

Sep 9, 2020
Date

Airport Items from Kristi Miller:

TAC August, 12, 2020

- 1) Airline:
 - a. LAX Flight returned with daily operations on June 27th
 - b. July passenger numbers were 949 enplanements (30.61% load factor). National averages show between 70-75% down from last year so our numbers are tracking around the national averages.
- 2) Construction:
 - a. Terminal: Significant progress is being made with the floor being completed next week.
 - b. Access Road: On August 14th (this Friday) the parking lot entrance to the existing terminal will be closed as construction workers begin work on the new taxi lane. Passengers will now be able to access the existing terminal and parking lot via the newly constructed access road and parking lot. Additional lighting and signage will be in place.