

TOURISM ADVISORY COMMITTEE
REGULAR MEETING VIA ZOOM
WEDNESDAY February 10, 2021
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON February 10, 2021, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA. Via Zoom Meeting and in person option in the City Council Chambers.

A. Call to Order: Chair Margo Christensen called the meeting to order at 11:02 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
Charlie Mormino
Debra Rocha

Absent/Excused:

Linda Nichols-Secretary
Peter Gebauer

STAFF

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

C. Approval of February 10, 2021 Minutes - **MOTION TO APPROVE February 10, 2021 MINUTES BY Charlie Mormino, SECOND BY Steve Bracety. MOTION PASSES UNANIMOUSLY.**

D. Committee Member Announcements/COVID-19 Discussion

Cindy Gresser (Museum of Indigenous People) – Museum closed, but plan on opening for Guest Artist Series March 1st. Other events tentatively planned for later in the year. Lost two very important members of the museum - Tony Largo Gary Sloan.

Steve Bracety (Prescott Resort) – Things have been picking up. New Executive Chef recently hired. Waiting and ready for group business to return.

Deb Rocha (Museum of Indigenous People) – Center still closed, hoping to open in March. Merchandise selling. Looking at planning events for later in year (virtual). Board meets tomorrow and will have updates soon.

Matt Brassard (Museum of Indigenous People) – Business is status quo for the Saloon and the “Row” right now, this time of year is usually quiet, but they are all looking forward to getting

activities like dancing back, hopefully this spring there will be some lifts on these current restrictions.

Robert Coombs (Visitor Information Center) – Still closed. Looking forward to walking tours coming back. Currently helping about 40 people a day. Hoping that in March they can get volunteers back, they are “chomping at the bit,” to get back. Courthouse Lighting fundraiser going on, raffle for Buick Encore from Findlay. You can go online and to certain merchants around town to buy these tickets. Drawing is March 12th.

Jim Dawson (Committee Member) – Shared his optimism on current COVID trends. Based on his assessment of data (as an amateur); if he were running a business he would be planning optimistically to be planning for future. Received vaccine and the process was very smooth.

Charlie Mormino (Yavapai College - Hotel and Restaurant Management Professor) – Shared information regarding his company, they do remote learning design for interactive classes for the hospitality industry, he’s been doing it for 20 years. He’s been thinking for a while about offering some generalized classes in the community. He would be more than willing to offer his services to the community. He will discuss with Ann and John and look at starting to discuss this in the fall.

Margo Christensen, Chair (Ponderosa Hotel Management) – Trickle of Group calls have been coming in. Optimist for spring and summer, seems like things are heading in right direction. Goodwin and Montezuma soon.

1. Chair- AzLTA items. Chair Margo Christensen gave the committee an update on TMA (Tourism Marketing Authority). She was able to speak with Quang H. Nguyen and sent him information about the bill, etc. She explained that TAC would be engaged in this if it does pass with respect to petitioning the stakeholders to approve this in our municipality, there may be some things the committee needs to take on in order to get it passed.

Ann Steward will be forwarding information to the committee about the bill this afternoon.

E. TAC/PAAHC Grants Spring 2021

1. Up next
2. TAC Grant Guidebook review

John Heiney reminded everyone that the grant process has started. Email has been sent all past applicants and a media release has gone out as well. Applications will open March 1st, March 5th at 3pm is the mandatory meeting for all applicants. At the meeting documents are reviewed with the applicants. Applications are due April 2nd and the review process would start shortly after that. He went on to remind the committee that the process yearly continues to get improved and one of those improvements was the addition of the TAC Grant Guidebook.

Jim Dawson shared that last spring at the Mandatory meeting applicants mentioned some guidance would be helpful for certain area of application of the grant. He took the committee through the guidebook draft, which can be found in the Tourism Office files *R Drive*. He gave

examples of some of the sections, such as, surveys, marketing, earned media vs. paid media, community benefits, event operations, post event report, etc. It will be helpful for the applicants to know ahead of time what is expected of them for the report and they can then also correlate final results with expected results. There is an appendix with the survey we created last spring. It can be used as a reference guide and when they get to a particular area of planning they can then refer to the guide. It will help them not only improve their events, but also the committee as an evaluator for the benefit of the community.

John Heiney commented that the guide will be helpful for applicants when filing out grant paperwork and also for them to consider event logistics as well. It will also be sent to Heather to review the marketing terms, language and definitions. Staff will clean it up and send the draft to the committee.

F. Recovery Plan Presentation Follow-Up

1. Council Presentation – April 13th
2. Tourism Team Up:
 - a. Recovery Plan Presentation and Marketing Overall
 - b. Package Collaboration – *Team Up for Travel* Idea

Ann Steward reminded everyone that this item would remain on the agenda to continue to discuss. Staff appreciated everyone's feedback.

John Heiney informed everyone that staff would give this presentation to council at a study session on April 13th. It can be during a study session because there is no action being taken. Typically study sessions are around 1p.m. Asked the committee to earmark April 13th between 1 and 3pm. Role as TAC members is to be there to listen and then if council has questions of TAC, the chair could answer regarding any questions around this.

Ann Steward informed TAC that after the council study session we could coordinate the next Tourism Team Up (when we would present this plan to our stakeholders), so hopefully late April.

Heather Hermen informed the committee that based on the feedback we received we would be adding in some other items for the presentation for example a recap and reminder for everything we have been doing and examples of shifts in planning we've done in light of COVID and what it will look like moving forward. She also thanked everyone for their feedback and insight and thinks we'll have a very well rounded presentation and a great road map for where we are going.

Charlie Mormino asked how a Tourism Team Up works, wasn't sure that if once we present the plan to council if this plan is locked in place, or can the feedback from the stakeholders be added and revised into this plan.

John Heiney commented that it's an organic document that will continue to evolve and change. We'll get feedback from council, we may get feedback from citizens who attend the council meeting. All of these things would be taken into account and then changes and updates would be made. Council is just reviewing it, no approval being made or taken.

Heather Hermen commented to Charlie Mormino that was a great point and question. One of the reasons we are presenting it this way because we are preparing for the next fiscal year. It's perfect timing to get all the feedback in early spring and then staff finalizes plan and can adjust to know where we are going.

Ann Steward commented on item b. of item F. reminding everyone that early on we discussed coordinating a project for package collaboration amongst the stakeholders. We're not sure what it will look like yet, but we know this would be a great opportunity for marketing for the drive market.

Steve Bracety and Chair Margo Christensen commented that pre-covid many of the hoteliers used to have a three-way pass for the museums. They wanted to know if that pass still exists.

G. Hotel & Restaurant Management Program Discontinuation Discussion

Ann Steward commented that we added this to the agenda because this program is very important to our area and that as a committee we just want to be aware of what Yavapai College plans to do with this program moving forward and/or we start to consider offering other opportunities for our area. We'll keep this item on discussions as we move forward.

John Heiney commented that in the Tourism Tuesday there was an announcement made by Coconino College about a hospitality course and Heather Hermen shared that the state does some training as well.

Charlie Mormino thanked the committee for putting this on the agenda and keeping it in discussion. Yavapai County alone brings in \$1 billion dollars in revenue (from hospitality) and supports 10,000 jobs in the hospitality industry, for a community college that is tax supported to not support this industry is just not right, he commented that a program for this industry of any type is just too important for this county to let this go to backburner and worry about at another time. He explained to the committee that the model for community colleges is moving to more certification/shorter programs. He encouraged committee members to talk with anyone from the college if they are ever in a room with them about the importance of his industry in our county and that a program is essential.

H. Staff Reports

1. STR (Smith Travel Research) and Bed Tax – No January Bedtax report yet. Handouts turned into clerk and emailed to the committee. Ann Steward commented that we have seen some strong weeks and are seeing a slight upward spring.

2. Community Outreach Manager Report. John Heiney shared a couple updates, one being that council will interview the selected candidates to fill Mayor Protem Orr's seat.

He explained the current status of allowed parklets with Governor's orders, capacity limitation, etc. The Mayor has asked staff start formulating a plan for a permanent park let program. These discussions will be coming up in March.

Boutique Air's first flight will come in Monday, February 15th. There will be a small media reception that day.

Hilton Garden Inn's Ribbon Cutting will be tomorrow.

Charlie Mormino asked if the discussion will be for potential permanency for the ones who have already applied or will the new program if approved allow for new applicants.

John Heiney explained that the policy would allow for new applicants, but restrictions and certain guidelines were being put into place such as, what streets would allow for parklets, design guidelines, and possibly only allowed for a certain time of year.

3. Sales & Marketing Report. Heather Hermen shared that AZROADTRIPS.com has a great piece on Prescott (6th Greenest Places in the state) this piece is being promoted across all media platforms and this website is being used by the state promote visitation and road trips across the state.

Prescott is the #1 Western Town according to True West magazine. One of the editors has just moved here.

We are in the thick of filtering through all advertising opportunities for the next fiscal year, working on clearing it out and making sure we add what is most important and effective to our list.

Ann Steward reported that Whiskey Row Alley is still in process, staff is still working on this, but COVID definitely delayed progress.

The Tourism Office and The Visitor Information Center are working on the visitor information piece for the new terminal. The entire project will roll out in three pieces.

Lastly she shared results from the Sparklight GeoFecnig and Targeting campaign, results are in the tourism office's files.

Chair Margo Christensen asked if we knew about the upcoming tradeshow status for 2022. Ann Steward commented that Go West is next week in virtual format again and she already knows about two for 2022 that are virtual. Heather Hermen commented that AOT is in the works of trying to gather any information they can on this.

4. Recreation Services. None

5. Airport Update. Emailed to committee.

6. 2021 Upcoming Meetings

- a) Mandatory Grant Application Meeting - March 5th
- b) TAC Regular Meeting- March 10 , 2021 - 11am

- c) Council Presentation - April 13, 2021
- d) TAC Regular Meeting- April 14, 2021 11am
- e) Tourism Team UP April 28 or 29 or May 3 or 4
- f) TAC Regular Meeting - May 12, 2021
- g) Grand Circle

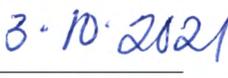
J. Future Agenda Items.

K. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:14 p.m.

Respectfully Submitted by:



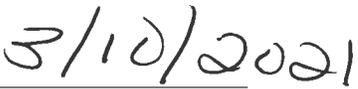
Ann Steward



Date



Margo Christensen, Chair



Date