



CITY OF PRESCOTT TOURISM ADVISORY COMMITTEE AGENDA

City of Prescott Tourism Advisory Committee
PUBLIC NOTICE
Wednesday, October 13th 2021
11 a.m.

City Hall
Virtual Zoom Meeting or In Person
201 Cortez St., Prescott, Arizona
(928) 777-1100

A meeting of the **City of Prescott Tourism Advisory Committee** will be held on Wednesday, Wednesday, October 13th 2021, at 11:00 a.m. in the Council Chambers or via Zoom Virtual Meeting. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

City of Prescott is inviting you to a scheduled Zoom meeting.

Topic: TAC
Time: Oct 13th, 2021 11:00 AM Arizona

Join Zoom Meeting
<https://us02web.zoom.us/j/87966981131?pwd=Vlp4YjIqWDA5TSt6SE9ocnBhQ28vZz09>

Meeting ID: 879 6698 1131
Passcode: 672242
One tap mobile
+13462487799,,87966981131#,,,,*672242# US (Houston)
+16699006833,,87966981131#,,,,*672242# US (San Jose)

Dial by your location
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 312 626 6799 US (Chicago)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC)

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- A. Call to Order
- B. Roll Call
- C. Approval of September 8th & 29th 2021 Minutes
- D. Committee Member Announcements
- E. Strategic Planning Preparation & Coordination
- F. Staff Reports/Information
 1. STR (Smith Travel Research) and Bed Tax
 - i. STR Reporting Properties Discussion
 2. Staff Updates

- i. Community Outreach Manager Report
- ii. Sales & Marketing Report
 - 1. Introduction to Appreciate AZ
 - 2. Placer AI Process & Reporting
- iii. Recreation Services Report
- iv. Airport Update
- 3. 2021/2022 Upcoming Meetings:
 - i. TAC Holiday Gathering November – Wednesday, November 10th
 - 1. Lower Goldwater Lake Field Trip & Lunch
 - ii. No December 2021 Meeting
 - iii. TAC Regular Meeting - January 12th - 11AM
 - iv. TAC Regular Meeting February 9th 2022 – Strategic Planning- Tentative 10-2:30PM
 - v. TAC Regular Meeting March 9th 2022 – 11AM
 - vi. TAC Regular Meeting April 13th 2022 – 11AM
 - vii. TAC Regular Meeting June 8th 2022 – 11AM
 - viii. TAC Regular Meeting August 10th 2022 – 11AM
 - ix. TAC Regular Meeting September 14th 2022 – 11AM
 - x. TAC Regular Meeting October 12th 2022 – 11AM
 - xi. TAC Holiday Gathering November – Date TBD

G. Future Agenda Items

H. Adjournment

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on _10/11/21_at _1:00 pm_ in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Siep

Sarah M. Siep, City Clerk

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48 hours advanced notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 777-1272 to request an accommodation to participate in this public meeting. Prescott TDD number is (928) 445-6811. Additionally, free public relay service is available from Arizona Relay Service at 1-800-367-8939 and more information at www.azrelay.org