



# CITY OF PRESCOTT TOURISM ADVISORY COMMITTEE AGENDA

**City of Prescott Tourism Advisory Committee  
PUBLIC NOTICE  
Wednesday, January 12th 2022  
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, January 12<sup>th</sup>, 2022, at 11:00 am 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: Jan 12<sup>th</sup> 2022 11:00 AM Arizona

Join Zoom Meeting  
<https://us02web.zoom.us/j/87966981131?pwd=Vlp4YjJqWDA5TSt6SE9ocnBhQ28vZz09>

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 December 8<sup>th</sup> 2021 Minutes
- D. Placer AI 2021 – Year in Review
  - a. Christmas City Events
- E. Economic Impact Reports/Studies
- F. TAC Budget
  - a. Fund Balance Report

- b. City Budget Process
  
- G. TAC Grant Process
  - a. Friday March 11 – Mandatory Meeting
  - b. Monday April 4 – Applications Due
  - c. Wednesday April 13 – Review of TAC Applications
  - d. May (TBA) – Review of PAC applications
  - e. June 28 – City Council review of Tourism Budget
  
- H. 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
    - iii. Recreation Services Report
    - iv. Airport Update
  - 3. 2022 Upcoming Meetings:
    - i. TAC Regular Meeting February 9<sup>th</sup> – 11AM
      - 1. Strategic Review and Planning
        - a. Thursday, March 3<sup>rd</sup> 1:00pm
        - b. Friday, March 4<sup>th</sup> 9:00am
        - c. Monday, March 7<sup>th</sup> 1:00pm
        - d. Tuesday, March 8<sup>th</sup> 9:00am
      - 2. Tourism Team Up – Wednesday, March 23<sup>rd</sup> 2:30pm
    - ii. TAC Regular Meeting April 13<sup>th</sup>– 11AM
    - iii. TAC Regular Meeting May 11<sup>th</sup>– 11AM
    - iv. TAC Regular Meeting June 8<sup>th</sup>– 11AM
    - v. TAC Regular Meeting September 14<sup>th</sup> – 11AM
    - vi. TAC Regular Meeting October 12<sup>th</sup> – 11AM
    - vii. TAC Holiday Gathering November – Tentatively November 9<sup>th</sup> – 11AM
  
- I. Future Agenda Items
  
- J. 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 1/11/22 at 9:30 am 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](http://www.azrelay.org)**