

TOURISM ADVISORY COMMITTEE
REGULAR MEETING/ ZOOM OPTION
WEDNESDAY April 13th 11AM
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON April 13th, 2022, 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 11:01AM

B. Roll Call: Cristina Binkley took Roll.

TOURISM ADVISORY COMMITTEE MEMBERS

Present:

Margo Christensen, Chair
Matt Brassard, Vice Chair
Edd Kellerman
Robert Coombs
Jim Dawson
Linda Nichols - Secretary
Lisa Hayes
Dennis Gallagher
Councilman Tenney

Absent/Excused:

Debra Rocha

ZOOM: Steve Bracety

STAFF PRESENT:

Ann Steward, Tourism and Economic Initiatives Manager
Cristina Binkley, Tourism and Economic Initiatives Coordinator
John Heiney, Community Outreach Manager
Heather Herman, Front Burner Media
Joe Baynes, Parks & Recreation Director

STAFF EXCUSED:

Kristi Miller, Airport Management Analyst

C. Introductions (Added Agenda Item)

D. Motion to Approve February Minutes by Jim Dawson, second by Linda Nichols, motion passes unanimously.

E. Strategic Planning Review – See Attached Handout.

F. Downtown Banner Discussion – See attached presentation. TAC passed around the handout and TAC voted for their favorite. Theme One was the preferred choice.

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G. Staff Reports/Information

1.) STR & Bed Tax – See Attached Handouts.

2.) Staff Updates

- i. Community Outreach Manager Report – John Heiney asked for 2 volunteers to score PAAHC applications.
- ii. Sales & Marketing Report – Heather Herman presented about media and public relations. See attached presentation. Margo Christensen asked if this software was paid for by the City of Prescott. Heather said no, this cost was solely by her company Front Burner Media. Matt Brassard asked about where the negative comments were coming from and if she could identify what they were. Heather Herman said yes, she can narrow down the content, and it's good to keep tabs on the negative as well as the positive. Jim Dawson asked about the accuracy of the algorithm. Heather Herman said that is why she chose this company; their margin of error is approximately 3-7%. Jim Dawson asked What media categories are not included in this software? Heather Herman said hard copy print is the only media not included.

Ann Steward announced that UK Fam will be visiting in May and notified TAC members that City Leadership announced that the city will no longer be posting events. Staff decided that Visit Prescott will add an event calendar once the new website is launched.

- iii. Recreation Services Report – Joe Baynes thanked TAC for supporting the Lower Goldwater Lake project. They anticipate opening the lake for hiking soon. They are having some supply chain issues which will delay some aspects of the project. Joe Baynes mentioned being excited about the Rodeo DTX (Downtown Experience), and Pure Imagination Music Festival which is a new event. Joe Baynes updated TAC that Granite Creek Park is currently closed due to a large tree that fell during a recent storm. Margo Christensen asked if the sports calendar updated and current. Joe Baynes said it is always evolving but would send updates as they come.
- iv. Airport Update – No report at this time.

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3.) 2022 Upcoming Meetings

- i. TAC Regular **Thursday** Meeting May 12th 2022 – 11AM
- ii. TAC Regular Meeting June 8th 2022 – 11AM
- iii. Tourism Team Up June 22nd TBD Tis Gallery
- iv. TAC Regular Meeting August TBD
- v. TAC Regular Meeting September 14th 2022 – 11AM
- vi. TAC Regular Meeting October 12th 2022 – 11AM
- vii. Tourism Team Up with AOT October 12th 2022
- viii. TAC Holiday Gathering November – Date TBD

H. Future Agenda Items

1. Jim Dawson requested Full STR reports at Every TAC meeting.
2. Jim Dawson requested to review the current TAC Grant Process vs. funding for Meetings & Conferences. Margo Christensen added that she would like to discuss community events as well.
3. Prescott Frontier Days Contribution (May Agenda)
4. Airport Arts Committee Financial Support Request (June Agenda)
 - i. Send TAC Guidebook to Committee Members

I. Recess & Lunch at 11:49 | Meeting Resumed at 12:10

J. TAC Grant Scoring

John Heiney opened the floor for open comments about the application process, the applications TAC received and any other general feedback the committee had.

Margo Christensen started off by saying that the process has been dramatically improved over the years. She added that some applicants made mistakes and left critical areas blank. Matt Brassard said this is his 9th or 10th year scoring but found this year to be very frustrating. Robert Coombs noticed a lot of errors and blank questions. Steve Bracety found this year's applications to be disappointing. He feels as if staff and the TAC committee should to go back to the organizations to get clarification. Jim Dawson said in his experience there is no do overs, applications should be scored on what the applicants submitted. Dennis Gallagher said as a new member he found the answers to be inaccurate and incomplete. Matt Brassard believes that we are at crossroad, and if we want improvement in applications then we should be stricter on scoring. Edd Kellerman thought some of the events were not true tourism events. Matt Brassard recommended possibly adding a marketing workshop to benefits applicants. Jim Dawson felt the application redesign was the best it has been and made it easier to see the applicant errors.

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The TAC committee reviewed and discussed each of the applications. Robert Coombs recused himself from scoring the Bluegrass Application. Matt Brassard recused himself from the Whiskey Row Boot drop application.

Jim Dawson commented that T-shirts, banners are not placed media. Consider adding a descriptive paragraph or a separate line for promotional sales.

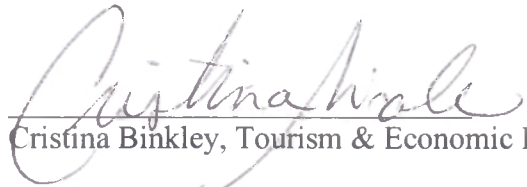
TAC as committee thought the Arizona Wildland Academy was a conference rather than a tourism event.

Matt Brassard would like to see a marketing outside of 90 miles question added to the application.

John Heiney suggested that TAC can change the policy regarding TAC/PAAHC grants but that would have to go to council.

K. Adjournment at 1:36pm

Respectfully Submitted by:


Cristina Binkley, Tourism & Economic Initiatives Coordinator

5/13/2022
Date


Margo Christensen, Chair

5/12/2022
Date