

TOURISM ADVISORY COMMITTEE

STRATEGIC PLANNING – Special Meeting

HASSAYAMPA INN | 122 E Gurley St, Prescott, AZ 86301

THURSDAY MARCH 3RD 2022

MINUTES OF THE SPECIAL MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON March 3rd, 2022, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA via in person at the Hassayampa Inn Arizona Room. Meeting was recorded.

A.) CALL TO ORDER by Margo Christensen 1:00PM

B.) ROLL CALL

TAC MEMBERS

Margo Christensen, Chairwoman

Steve Bracety

Matt Brassard, Vice Chair

Edd Kellerman

Robert Coombs

Linda Nichols, Secretary

Debra Rocha

Jim Dawson

Council Liaison Clark Tenney

STAFF

Heather Herman

John Heiney

Ann Steward

Cristina Binkley

Non-participating guests:

Councilman Eric Moore

C.) STRATEGIC PLANNING

1) Background of the Coraggio Group

2) Introductions

Visit Prescott will be given a 'one-page' plan to highlight the high levels of the strategic plan.

3) Situation Assessment - See attached report.

Insight Report Reviewed.

Steve Bracety asked how many surveys went out, approximately 80% of the 200 people who were on the email list did not respond.

There was concern that the cultivated email list did provide enough or diversified information. Discussion led to the understanding resident sentiment could be an initiative the destination work on.

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Several committee members commented on survey response comment that highlight the many people do 'not knowing what the Tourism Office does.

There was discussion about Destination Marketing vs Destination Management which is the best model for Prescott. What's legally possible?

Infrastructure concerns is a major topic among stakeholders.

4) Define Stewardship Principles

According to the UN World Tourism Organization (UNWTO) tourism contains three key aspects: Social, Economic & Environmental.

Committee reviewed California's 7 Stewardship Principles

Committee reviewed Appreciate AZ's Sustainable Tourism Practices

Committee Group Activity to determine current and realistic goals regarding the three keys aspects.

Tourism can enhance resident quality of life. There is an opportunity to better communicate the benefits of tourism.

5) Development of Draft Stewardship Principles

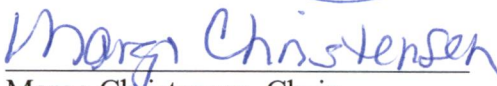
Group Activity

D.) ADJOURNMENT by Margo Christensen at 5:01pm

Respectfully Submitted by:


Cristina Binkley, Tourism & Economic Initiatives Coordinator

6/8/22
Date


Margo Christensen, Chair

6/11/22
Date