

**TOURISM ADVISORY COMMITTEE**

STRATEGIC PLANNING – Special Meeting

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

FRIDAY MARCH 4<sup>TH</sup> 2022

MINUTES OF THE SPECIAL MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON March 4<sup>th</sup>, 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 at 9:07am**

**B.) ROLL CALL**

TAC MEMBERS

Margo Christensen, Chairwoman

Edd Kellerman

Robert Coombs

Linda Nichols, Secretary

Debra Rocha

Jim Dawson

*Excused*

Council Liaison Clark Tenney

Steve Bracety

Matt Brassard, Vice Chair

STAFF

Heather Herman

John Heiney

Ann Steward

Cristina Binkley

Margo Christensen, Chairwomen reviewed what is a DMO. The role of a Destination Marketing Organization is to entice overnight visitation and to increase visitor spending. It is not the job of Destination Marketing Organization to promote events to locals. However, the DMO is leader and the voice of the travel industry for the area.

**C.) STRATEGIC PLANNING**

**Draft Stewardship Principles**

TAC & Staff Members reviewed 7 possible principles and gave feedback.

**Visioning**

Individuals drafted their own ideas for the vision statement.

Group Activity – TAC & Staff members divided into three groups. The activities were drawing, masthead, and explorer cards.

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Prescott creates a welcoming visitor experience filled with rich history, natural beauty and abundant activities. This immersive experience will quickly become one of your favorite places in the world

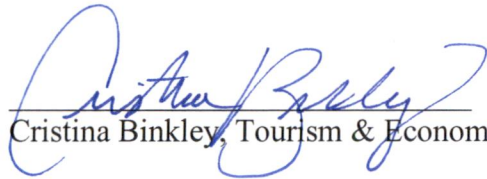
LUNCH Break 15 Minutes

**Mission**

Group discussion about the DMO purpose, who are the stakeholders, and what the DMO does for their stakeholders.


**D.) ADJOURNMENT by Margo Christensen at 12:53pm**

Respectfully Submitted by:



Cristina Binkley, Tourism & Economic Initiatives Coordinator

06/08/22  
Date



Margo Christensen, Chair

6/11/22  
Date