

TOURISM ADVISORY COMMITTEE

STRATEGIC PLANNING – Special Meeting

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

MONDAY MARCH 7TH 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 at 1:01

B.) ROLL CALL

TAC MEMBERS

Margo Christensen, Chairwoman

Edd Kellerman

Robert Coombs

Linda Nichols, Secretary

Debra Rocha

Jim Dawson

Steve Bracety

Matt Brassard, Vice Chair

Excused

Council Liaison Clark Tenney

STAFF

Heather Herman

John Heiney

Ann Steward

Cristina Binkley

C.) STRATEGIC PLANNING

Review Draft Vision & Mission.

Members share feedback and provide input regarding the input obtained from the first two days of strategic planning.

Identify Areas of Focus

Definition & Examples of Areas of Focus Provided.

Group brainstormed multiple ideas for areas of focus

Success Measures

Definition of Metric & Measures

Group Activity

D.) ADJOURNMENT by Margo Christensen at 4:44pm

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Respectfully Submitted by:


Cristina Binkley, Tourism & Economic Initiatives Coordinator

06/08/22
Date


Margo Christensen, Chair

6/11/22
Date