

TOURISM ADVISORY COMMITTEE

STRATEGIC PLANNING – Special Meeting

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

TUESDAY MARCH 8TH 2022

MINUTES OF THE SPECIAL MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON March 8TH, 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 9:06am

B.) ROLL CALL

TAC MEMBERS

Margo Christensen, Chairwoman

Edd Kellerman

Robert Coombs

Linda Nichols, Secretary

Debra Rocha

Jim Dawson

Matt Brassard, Vice Chair

Excused

Council Liaison Clark Tenney

Steve Bracety

Heather Herman

STAFF

John Heiney

Ann Steward

Cristina Binkley

C.) STRATEGIC PLANNING

Review Draft Focus Areas & Success Measures

Group discussion around draft focus areas.

Break.

Group Project Introduce Rapid Initiative Planning

D.) ADJOURNMENT by Margo Christensen at 12:43pm

TOURISM ADVISORY COMMITTEE

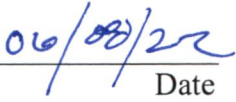
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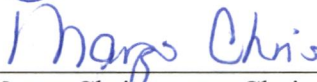
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Respectfully Submitted by:


Cristina Binkley, Tourism & Economic Initiatives Coordinator


Date


Margo Christensen, Chair


Date