



Stakeholder Visioning Meeting Summary for the Rodeo/Fairgrounds Master Plan

Submitted to: City of Prescott and GH2 Architects

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Submitted by

beta | Pr

CITY OF PRESCOTT
ARIZONA

GH2 ARCHITECTS

November 24, 2025

1. Visioning Workshop Summary

1.1 Visioning Workshop Synopsis

The City of Prescott (City) and GH2 Architects (GH2) are currently working on developing a Rodeo/Fairgrounds Master Plan (Master Plan). To assist in the development, they have partnered with BetaPr to assist with community engagement and involvement. To kick-off the community involvement element, BetaPr performed a series of visioning workshops with the four stakeholder groups identified by the City, GH2 and Steering Committee. These stakeholders are the Prescott Farmer's Market, "Other Users" (University of Arizona Cooperative Extension, Antique Auto Club, City I.T. Staff, Yavapai County Fair), Prescott Frontier Days Rodeo and the Local Neighborhood. Each stakeholder group was given their own visioning workshop to help identify themes and common visions.

The visioning workshops were called "Keep It, Cut It, Consider It. Your Voice, Your Vision". This was a highly participatory stakeholder workshop designed to capture clear, structured input for the Master Plan. Participants were guided through a simple yet effective framework where they identified what they *must have* ("Keep It"), what they *do not want included* ("Cut It") and what they *would like but could compromise on* ("Consider It"). Using sticky notes, individuals first reflected on their preferences, then shared and clustered ideas as a group, revealing patterns of consensus and divergence.

BetaPr's facilitator guided the process to ensure all voices were heard and ideas were grouped into meaningful themes. The session concluded with a prioritization exercise, where participants used dots to highlight the most important items. This helped transform a wide range of opinions into a clear hierarchy of needs and preferences.

The outcome of this workshop is a transparent, visual snapshot of stakeholder priorities — identifying shared values, potential conflicts and dealbreakers early in the planning process. The results will help the City and GH2 with a grounded understanding of all stakeholders wants, helping align the Master Plan with user needs while fostering a sense of ownership and trust among participants and stakeholders.

1.2 Visioning Workshop 1: Prescott Farmer's Market

BetaPr, the City and GH2 hosted a visioning workshop with the Prescott Farmer's Market and their Board of Directors. Below is information about the meeting and the themes from their visioning workshop.

Visioning Workshop Date, Time and Location

Wednesday, November 5, from 7 a.m. to 8 a.m.

University of Arizona Cooperative Extension Office

840 Rodeo Drive, Prescott, Arizona 86305

Visioning Workshop: Attendees

A total of 13 stakeholders signed-in (Appendix A) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. A full snapshot of all ideas and materials is included in the Appendices (Appendix B).

“Keep It” Themes:

1. Balanced allocation of resources between site stakeholders
2. Keep and improve the existing compost site
3. Covered space/shade for compost pad and/or Farmer’s Market
4. Pave an area for a permanent Farmer’s Market site (At least 1.75 acres)
5. New utilities and building systems (electricity, bathrooms, storage facilities)
6. Parking improvements (additional spaces, parking garage, handicap parking)
7. Trees/landscaping

“Cut it” Themes:

1. No dominant entity
2. No moving or adjusting the current size of the compost location
3. Move main entrance off Gail Gardner

“Consider It” Themes:

1. Create a community agricultural hub (community support and partnership for composting)
2. Host Farmer’s Market at the Rodeo/Fairgrounds
3. City/County financial partnership for composting
4. Storage area with easy access
5. Indoor space for Prescott Farmer’s Market for winter use
6. Expand compost and add a garden
7. Permanent signage
8. New utilities and building systems (bathrooms, dark sky lighting, hot water, drainage improvements)
9. Bike racks
10. Playground/seating area
11. Improve/create entrance and exit specifically for composting
12. Increase footprint of compost site and a new concrete pad (covered)
13. Paved site for Farmer’s Market (marked stalls)
14. Improved parking
15. Office space for Farmer's Market
16. Access to small misc. construction equipment when needed

1.3 Visioning Workshop 2: “Other Users”

BetaPr, the City and GH2 hosted a visioning workshop with “Other Users” of the site. “Other Users” consisted of the University of Arizona/Yavapai County Cooperative Extension, Yavapai County Fair, Prescott Antique Auto Club and City of Prescott IT staff. Below is information about the meeting and the themes from their visioning workshop.

Visioning Workshop Date, Time and Location

Wednesday, November 5, from 9 a.m. to 11 a.m.
 University of Arizona Cooperative Extension Office
 840 Rodeo Drive, Prescott, Arizona 86305

Visioning Workshop: Attendees

A total of 18 stakeholders signed-in (Appendix C) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix D).

“Keep It” Themes:

1. More meeting/classroom space
2. Additional restrooms and external bathroom access
3. Larger/new extension office (classrooms, meeting spaces, commercial kitchen, teaching kitchen)
4. Increased storage
5. Family Resource Center
6. Demonstration garden
7. Barn for animals
8. Better internet infrastructure
9. Covered outdoor area
10. Multiple uses on the Rodeo/Fairgrounds at the same time
11. Improved entrance, parking and walkways
12. Improved lighting
13. Retain historical appeal and keep historic buildings
14. Archery range
15. Rodeo grounds seating improvements

“Cut it” Themes:

1. No bright lighting
2. Do not, not build a new facility of Extension Office
3. Do not remove Farmer’s Market or compost pile from site
4. Do not interfere with the lease or building of Antique Auto Club
5. No changes to Rodeo’s historic grandstand or buildings
6. Do not eliminate commercial kitchen
7. No cinder pit or City construction yards
8. Do not remove any current site users

“Consider It” Themes:

1. More communication between users at grounds
2. How other users can help each other
3. Repair/utilize Barn A & B
4. Produce washing station

5. New parking lot with a clear entrance and exit path
6. Restrooms in vendor area
7. Remove rocks behind "Building A" for more parking
8. RV hook ups
9. Electric hookups for vendors
10. Shade structures/covered areas for events

1.4 Visioning Workshop 3: Prescott Frontier Days Rodeo

BetaPr, the City and GH2 hosted visioning a workshop with the Prescott Frontier Days Rodeo. Below is information about the meeting and the themes from their visioning workshop.

Visioning Workshop Date, Time and Location

Wednesday, November 5, from 1 p.m. to 3 p.m.

University of Arizona Cooperative Extension Office
840 Rodeo Drive, Prescott, Arizona 86305

Visioning Workshop: Attendees

A total of 22 stakeholders signed-in (Appendix E) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix F).

"Keep It" Themes:

1. New/improved RV sites
2. New/improved "Justin Room"
3. New/improved bathroom facilities
4. New ticket office and store building
5. Improve/upgrade vendor area and fan experience
6. Keep leases the same for all site users
7. Improve existing and add new grandstand, seating areas, VIP boxes
8. Improve lighting throughout site
9. Retain/create aesthetics that incorporate Rodeo history
10. Additional parking without taking space from existing cowboys and vendors
11. Better located contestant parking/flow
12. Shuttling
13. Covered stalls
14. Covered new multi-use arena
15. New museum and increased rodeo education opportunities

16. Lockable storage and new barns for maintenance
17. Better/new entrance and site flow
18. Erosion control
19. Fix/upgrade utilities and building systems (water, sewer, HVAC)
20. Safety improvements
21. Unity between City of Prescott and Prescott Frontier Days

“Cut it” Themes:

1. No public park or dog park
2. No moving or changing the dynamic of the Rodeo
3. No competing events during Rodeo
4. No parking garage
5. No alteration of current lease
6. No traffic coming through the grounds at all times
7. No politics on Rodeo grounds
8. No building of high-density units on site
9. Do not change Rodeo history
10. Limit the expansion of compost, U of A Extension and other entities
11. No reduction in parking
12. No continued open access for public
13. No community garden

“Consider It” Themes:

1. Shaded/covered second arena and stalls
2. Paved vendor area
3. Dust control
4. New VIP and club areas
5. Increased partnership and relationship with City and other site users
6. New signage (traffic and site signage, digital)
7. Change layout of arena flow
8. New fencing
9. Increase arena seating
10. Make main entrance to fairgrounds off Miller Valley Road
11. Elevated 360 walking platform to access all arena seating

1.5 Visioning Workshop 4: Local Neighborhood

BetaPr, the City and GH2 hosted a visioning workshop with members of the local neighborhood. Members of the local neighborhood were invited by neighborhood representatives on the Steering Committee. Below is information about the meeting and the themes from their visioning workshop.

Visioning Workshop Date, Time and Location

Wednesday, November 5, from 5 p.m. to 7 p.m.

University of Arizona Cooperative Extension Office
840 Rodeo Drive, Prescott, Arizona 86305

Visioning Workshop: Attendees

A total of 21 stakeholders signed-in (Appendix G) when they arrived. Stakeholders included members of the stakeholder group, Steering Committee members and City/Project team staff.

Visioning Workshop: Themes

The following is a summary of the overarching themes for each of the three (Keep it, Cut it, Consider it) visioning frameworks. Highlighted themes are some of the most important items from the workshop. A full snapshot of all ideas and materials is included in the Appendices (Appendix H)

“Keep It” Themes:

1. Things to consider in our Master Plan development: traffic study, parking/user study, feasibility study, environmental impacts
2. New main entrance off Miller Valley Road
3. Keep a cooperative process between all site users and neighborhood
4. Improve access and site flow
5. Do not make any changes to Gail Gardner
6. Increased drainage and pollution control
7. Improve parking on site
8. Parking garage
9. Improve sound system to reduce noise and enforce quiet hours
10. Dark sky lighting
11. Bike/trail connectors
12. New wall/fencing
13. Align Master Plan with Gail Gardner Neighborhood Plan and keep historic aspects
14. Improved landscaping
15. Demonstration gardens and community gardens
16. Keep the Rodeo at the existing size
17. Keep Farmer’s Market, Compost, Antique Auto Club and U of A Cooperative Extension
18. Keep the Rodeo, County Fair and all existing events
19. Keep current leases and zoning in place
20. Community park/gathering space (gardens, pool, open space, dog park, outdoor fitness, BBQ, playground, picnic area, ramadas, walking paths, etc.)
21. Keep access open for public

“Cut it” Themes:

1. No limitation on public access or use

2. No gate
3. No private fencing or solid wall
4. No event center or year-round events
5. No expansion of Rodeo or existing events
6. No zoning change
7. No additional sound or added traffic
8. Remove main entrance from Gail Gardner
9. No changes to Gail Gardner
10. Remove Rodeo Museum
11. No covered arena
12. No private clubs or VIP elements from the site
13. No exceeding parking capacity
14. No overbuilt, ugly or buildings that are too big or not aesthetic
15. No additional noise or concerts
16. No trash
17. No large advertising signs on surrounding fences
18. No lights that aren't dark sky compliant
19. No more "\$1" lease – make Prescott Frontier Days re-negotiate
20. No expansion of restrooms, more port-o-potties
21. No to anything that increases pollution

"Consider It" Themes:

1. Beautification/trees
2. Community/demonstration garden
3. Multi-use facility for education and community use
4. Improve compost site
5. Walking/bike paths
6. Bike parking
7. Consider moving Rodeo to K-4 Ranch
8. Update existing bathrooms without adding more
9. Community park/open space/recreation area
10. Perform additional studies (feasibility, forensic, legal etc.) before any plan is approved
11. New U of A Extension office/facilities
12. Make site home to Farmer's Market
13. ADA compliance where feasible
14. Dust control
15. No added signage in the neighborhood
16. Parking garage
17. Shuttles for large events
18. Prescott Frontier Days to sell tickets and parking at the same time

2. Visioning Workshop Shared Themes

After performing the visioning workshop with all four stakeholder groups, common themes/ideas were developed. Below is a list of all common themes/ideas:

1. Infrastructure and Facilities Modernization

Nearly every group mentioned the need for upgrades to infrastructure:

- Bathrooms and restrooms (mentioned by all four)
- Utilities and building systems (water, sewer, power, HVAC, and internet)
- Lighting improvements — with dark-sky compliance a shared priority
- Storage (for vendors, users, and maintenance)
- Shade structures, covered areas, and indoor spaces for year-round usability

Takeaway: The site's physical infrastructure must be updated for comfort, accessibility, and environmental compliance while retaining its rural and historic character.

2. Parking, Circulation and Access

This was one of the most consistent topics:

- Calls for improved and expanded parking areas, better traffic flow, and designated zones for different user groups (vendors, public, contestants, staff).
- General agreement on shuttling during major events and new entrances, especially off Miller Valley Road.
- Opposition to using Gail Gardner as a main access point was strongly repeated.

Takeaway: A unified circulation and parking strategy — that minimizes neighborhood impact and supports multiple concurrent uses — is essential.

3. Collaboration, Coexistence and Balanced Use

Each group voiced the importance of maintaining harmony among site users:

- Calls for "cooperative processes," "balanced allocation of resources," and ensuring "no dominant entity."
- Recognition that all users (Rodeo, Farmer's Market, Extension Office, community groups) should coexist productively.
- Desire for open communication and potential shared facilities (e.g., classrooms, demonstration gardens, multi-use community buildings).

Takeaway: A central governance or coordination mechanism may be needed to balance interests and sustain long-term collaboration.

4. Preservation of Historic and Cultural Identity

This was deeply important to both Neighborhood and Rodeo participants, but echoed by all groups:

- Protect and highlight the Rodeo's history, existing historic buildings, and local heritage.
- Opposition to "overbuilt," "ugly," or "non-aesthetic" new structures.
- Interest in design guidelines that reflect the site's historical charm.

Takeaway: Preservation of legacy, aesthetics, and character should guide the architectural tone of all improvements.

5. Environmental Stewardship and Aesthetics

A unifying value across the sessions:

- Landscaping, trees, and beautification were cited often.
- Drainage, erosion control, dust mitigation, and pollution control concerns appeared in several lists.

- Compost and garden-related improvements were priorities, particularly for the U of A Cooperative Extension, Farmer's Market and Neighborhood groups.
- Dark sky lighting and noise management were shared environmental quality concerns.

Takeaway: Stakeholders want sustainable design that minimizes environmental impact and enhances beauty, comfort and livability.

6. Community Access and Shared Public Space

All groups, to varying degrees, supported maintaining public accessibility and community-serving uses:

- Neighborhood and Farmer's Market groups wanted demonstration gardens, open gathering spaces, walking/bike paths, and parks.
- "Other Users" mentioned family resource centers, classrooms, and multi-use facilities.
- Rodeo users were more protective of exclusive-use areas but still discussed visitor amenities, shuttles, and public engagement through education.

Takeaway: There's broad agreement that the site should continue to serve the wider community, though boundaries for event-specific zones must be clarified.

7. Site Management, Governance and Leases

An important recurring issue:

- Keeping current leases and zoning stable was important to the Neighborhood, Rodeo, and "Other Users".
- The Local Neighborhood called for re-examining lease terms (no more \$1 lease) and ensuring fair agreements.
- Desire for unity between City of Prescott and site tenants, and clearer management structure.

Takeaway: Lease terms, governance and coordination with the City should be transparent, equitable, and aligned with long-term sustainability.

8. Event Management and Noise Control

Mentioned across several groups:

- The Local Neighborhood strongly emphasized limiting or managing event frequency, scale, and noise.
- Rodeo users wanted to protect exclusive use periods and avoid conflicting events.
- Shuttling and parking management were linked to reducing neighborhood impacts.

Takeaway: The Master Plan should include policies for scheduling, sound management and crowd logistics to minimize conflicts.

Final Summary

Across all four stakeholder visioning meetings, participants voiced a strong, consistent desire to modernize the site's infrastructure, improve parking, circulation and access, while preserving the site's historical and cultural integrity. The most dominant shared values centered on collaboration among users, environmental responsibility, and equitable, balanced site management.

Stakeholders envision a future where the site functions as a multi-use, community-serving campus that supports both traditional activities (like the Rodeo and Farmer's Market) and emerging needs (education, sustainability, and recreation). They seek thoughtful growth—upgrades without overdevelopment, and accessibility without loss of character.

APPENDIX A

Prescott Farmer's Market

Visioning Workshop

Sign-In Sheet

Project Name: Prescott Rodeo/Fairgrounds Master Plan
 Project Number: 20250158
 Date: NOVEMBER 5, 2025

Location: U OF A CO-OP EXTENSION
 Purpose of Meeting: FARMERS MARKET STAKEHOLDER
 Time: 7:00 AM

Name	Title	Organization	Phone	Email
Jochaffeur	Secretary of Prescott Farmers Market	market	928-499-5361	Jochaffeur@gmail.com
EARL DUQUE	PRESIDENT Earl Duque	PFM	928-602-2450	Earl.Duque@gmail.com
Steve Walker	TREASURER PFM	PFM	928-533-3366	WALKERSTW319@gmail.com
JB Del Campo	Director of Market Operations	PFM	928-713-1227	JB@prescottfarmersmarket.org
Annie Baker	PCCP Manager	PFM	910-366-1156	annie@prescottfarmersmarket.org
PAUL HUGHES	COMPOST	PFM	913-852-4933	Paul@prescottfarmersmarket.org
Keaton Snyder	Assistant PCCP Manager	PFM	(415) 312-7761	Keaton@prescottfarmersmarket.org
Sue manuel	Neighborhood member	GGN	602-944-7559	manuelSue@gmail.com
Matt Halldorson	Director	UA Extension	928-745-6590	mhalldorson@arizona.edu
Kym Lopez	PFD	PFD	928-710-7946	928Kym@gmail.com
Mike Morris	Deputy City Mgr	Prescott		

Sign In Sheet

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Name	Title	Organization	Phone	Email
Andrea Schmidlin	Volunteer	Community Compost	224-558-5572	andrea.schmidlin@gmail.com
Kathleen Yelman	Executive Director	PFM	928-713-7380	kathleen@priscottfarmersmarket.org

APPENDIX B

Prescott Farmer's Market

Visioning Workshop

Full Snapshot

Keep I +

Permanent site at
the rodeo grounds
for PFM. At least
1.75 acres

plan area for
Presco + Farmers
Market at Roxo

1.75 ACRE
PAVED SITE
FOR MARKET SPACE

Keep front and back access to the compost site

Keep compost site on the
SW corner of city property

Keep + expand
space for Compost

SECONDARY CONCRETE
PAD FOR ADDITIONAL
FOOD SCRAP PROCESSING

increase size
of compost
area

Permanent signage
for PFM and
compost build

CHAIN LINK FENCE
FOR EXPANDED COMPOST
AREA

K
Compost Site @ current
location

Retain the location of the compost ~~site~~

SHADE STRUCTURE
FOR COMPOST PAD

COVERED SPACE
FOR MARKET
(SOLAR PANELS, PAVILION)

paved
Site

Additional concrete pad for compost

paved area for
PTM w/ lower
L shock

Host market
here Paved

Expand the compost site design by .25-.75 acres (over to the ~~old~~ well)

Access to Power

Access to electricity
for PFM & Compost
build.

PUBLIC RESTROOMS

STORAGE
CONTAINER

Shared
facilities
(where possible)
among stakeholders

300 parking spaces
for PFM

200 SPACE
PARKING GARAGE

Handicap parking

PARKING GARAGE
FOR MARKET

More parking for
Compost build volunteers

Covered parking
with roof-mounted
Solar panels

SHADE TREES,
FRUIT TREES

Trees / landscape

STAPLES®

Restickable
Easel Pad

30
Sheets

Cut I+

No ^{No} dominant
entity IE,
Rodeo 1

NO TO:
Compost site
Moving locations
current location is ideal

NO TO
Taking up less
space at the
compost site

* Keep size, minimum size

MOVE MAIN ENTRANCE
OFF GAIL GARDNER

Staples

30 Sheets

Education
Exposure
Community
Create community
support and partnerships
for composting using
some public property

COMMUNITY AGRICULTURAL HUB

Balanced ^{Share resources}
Allocation of
Resources between
stakeholders

Host Market
here
- 300 parking spaces
- ~~PAVING~~ Covered
- barn for market

City/County
financial partnership
for Compost

Consider I

Borrow a Machine
sometimes
L. and S. Silver, City, county
machines

Storage Area
for Market

Easy Access
Storage

Indoor space for
PFM

Indoor/Outdoor
options for Vendor
Stalls

Indoor Market Area
for Winter Time

INDOOR SPACE
FOR WINTER SEASON

Designated
Entrance/Exit
L. and S. Silver
Lane 2 access

Expand Front
gate to compost
site to be 12' wide

extend ~~the~~ compost site
from
drive way pavement
to apron 5' or into the site
to mitigate erosion

PLAYGROUND
+
PICNIC AREA

Seating
area

EXTRA SPACE AT
THE COMPOST SITE,
1 ACRE ADJACENT

Increasing footprint of
the compost site

Covered Area
for Compost

Expand the size of
the composite site
by at least 1/2 acre

Hard Surfaces
for the Market
with good shade area

Pour concrete
pad for compost
storage

Covered Area for
workers over work pad
& gathering resting area

PAVED SITE
FOR FARMERS MARKET

Expand Site for PFM

Market area ~ 2 acres
with Amigo outside
area

Consider paved parking
for general use (PFM, Police, etc.)

Stalls for
easy setup

Better Parking Area
for Compost Participants
~ 20 cars

GARDENS

EXPAND COMPOST

with ~~compost~~ ^{compost} ~~system~~ ^{system}
Better Composting System

Access to
Bathrooms
+ ^{Permanent}

DARK SKY
LIGHTING

Water
Fountains

Area with Hot water
& good drainage of the
Waste water

Bike racks for PFM
and compost build

Bike
Rack

BIKE RACKS

PFM Office
here

Office space
for PFM on
site

Office space for
PFM to operate

Permanent
Signage

Official
Sign to compost
site - Be included on
map of accounts of overall ~~area~~ ^{area} ~~area~~ ^{area}
grounds

APPENDIX C

“Other Users”

Visioning Workshop

Sign-In Sheet

Project Name: Prescott Rodeo/Fairgrounds Master Plan
 Project Number: 20250158
 Date: NOVEMBER 5, 2025

Location: U OF A CO-OP EXTENSION
 Purpose of Meeting: OTHER STAKEHOLDER MTG.
 Time: 9:00 AM

Name	Title	Organization	Phone	Email
CLARK MOSKOP	PRESIDENT PAAC	PAAC	928-899-0265	CLARKMOSKOP343@GMAIL.COM
ROBIN WOOLSEY	DIRECTOR PAAC	PAAC	951-536-9355	REWOLSEY@YAHOO.COM
ROSALIE DARBY	Yavapai County Fair	General Mng'r	928-319-0175	Rdarbyfamily@gmail.com
Levi Darby	"	Chairman	928-636-3448	"
MATT HALLDORSON				
SUE MANUEL				
SCOTT BALCK				
Suzy Davidson		Fair/Rodeo	719 371 5650	suzy@worldedderhof.com
Matt Schwall		City of Prescott IT	928 777 1400 x 8011	matt.schwall@prescott-az.gov
Mary Barnes	Prog. Coord	Coop Ext.	928-445-6590	barnesm@arizona.edu
Matt Halldorson				

Sign In Sheet

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Name	Title	Organization	Phone	Email
Margaret CARROLL	Asst. in Ext. Camp Programs	Cooperative Ext	928-710-6881	mcarroll4@arizona.edu
SCOTT BALCK	CAPITAL PROJECT MANAGER	CITY OF PRESCOTT	(928) 777-1130 X. 5011	scott.balck@prescott-az.org
Pam Shatt Denney REX HINSHAW	Coord., Finance Admin	Coop Ext	928-445-6590	pdenney@arizona.edu
Hope Wilson	Associate Agent Family, Consumer, Health Science	Coop ext	928-445-6590	hopewilson@arizona.edu
KYM LOPEZ				
Dan Cohorst	PAAC VP	PAAC	480 694 0443	azdan66@hotmail.com
Cole Sexson	IT specialist	City of Prescott		Cole.Sexson@Prescott-az.gov
REX HINSHAW				
MIKE MORRIS				

APPENDIX D

“Other Users”

Visioning Workshop

Full Snapshot

Commercial Kitchen

Teaching / Demonstration Kitchen

Teaching Kitchen

Teaching kitchen for community food prep / culinary workshops

"Keep It" - Yes

Archery Range for 4-H members

New facilities to house the expanding Faculty and staff Workshop for 4-H projects

Room for housing animals during fair and other yardshows

Covered areas for 4-H/FFA other youth to use for storage, practice, horses, etc

Historical site

Seating area - chairs
Seating improvements in ground level
Additional kitchen facilities
Add formal seating with back lining surrounding a Vanden area

More meeting space & Extension for classes

Make first floor so additional use

External bathroom needs

Space that is open to the space (presently used for play space) requires more for a family resource center / learning space / resource area / etc

Shed - Grand area that can be used by 4-H

New Facilities for Extension

Cooperative Extension Office include community meeting space

Hoop House / Green House for Extension Education

Demonstration Garden

Multi-use grounds at same time ie used have plant sale during other activity

Greenhouse for storing + maintaining plants for learning + plant sales

Demonstration garden for classes, research projects, etc

EXPERIMENTAL GARDENS / GREEN HOUSES

COMMUNITY GARDEN SPACE

Community Center anchored by VA Cooperative Extension

Family Resource Center

More information & Billings - Fiber pattern

Ramada w/ outdoor seating - gatherings for any group

Safe Stadium Seating
Rodeo Arena's

Recognition of preservation of the historic architecture belonging to the historic district that the site is located in the city center. Large area by the Club from the city is access to the historic district

Keep Buildings

More parking
Smooth safe walk ways

New Entrance on Milwaukee Rd

Flaky Garage
Parking + usable space

IMPROVED LIGHTING Across THE ENTIRE Property (sensitive to neighbors)

Extension storage w/ painting deck

Larger Extension etc

Storage space for Extension supplies office and meeting space for Coop Extension

Additional Mfg space for Community Organization

STAPLES®

Restickable Easel Pad | 30 Sheets

"Cut It" - NO

No Really Bright
White Lightplz
Reserve Dark Skies

No changes in current
grandstand layout
its historic.

Leave historic
Doc Fordes &
Freeman alone

Do not not have a
new facility for
Extension

Don't not build a
New Facility for
Extension

Do not eliminate
a commercial kitchen

No PLAN to SECURE to
Extend the LEASE of the Grounds
currently occupied by the Prescott
Antique Auto Club when the lease
Expires in 2035

- we don't want
anything to encourage
on this present
Antique Auto Club
Building!

No
City Storage or
Consider pits take
up parking

Wasted Space No.
+
Farmers Market
or
Compost pile gone

Don't relocate
any current residents
from grounds

Don't - remove
Extensim's presence
from the Rodiogrounds

Staples

30-Sheets

Note

Communication between
City, Auto, and
Horse functions grounds

How can Prescott
Auto Club Help you
achieve your goals
How can We Help

Restickable Easel Pad

ST29503

"Consider It" - Maybe

Repair or replace
Barns A + B

Utilize
Barn A + B
to the fullest
not dust storage

produce wash station

RV Hook ups
w/ Sewer, Water
+ Elec 50/30 each

shade structures

all
kinds
of
shade

Clear Parking Entrance
and exit method
and path

Electric Power
in Upper Parking
for Vendors 50amp

Provide Parking
for
Bathrooms

Restrooms in
Vendor Area

Get rid of rocks
behind building A.
for more parking

Utilize All
Space to
the fullest!

Covered Open Space/
Barn for various
events or
functions

APPENDIX E

Prescott Frontier Days Rodeo

Visioning Workshop

Sign-In Sheet

Project Name: Prescott Rodeo/Fairgrounds Master Plan
 Project Number: 20250158
 Date: NOVEMBER 5, 2025

Location: U OF A CO-OP EXTENSION
 Purpose of Meeting: RODEO STAKEHOLDER
 Time: 1:00 PM

Name	Title	Organization	Phone	Email
Rex Henshaw	V.P.	PFD	928-918-3630	rex@rtharchitect.com
Scott Balck	CAPITAL PROJECT MANAGER	CITY OF PRESCOTT	(928) 777-1130 x. 5011	scott.balck@prescott-az.gov
Steve Blair	RODEO	PFD	928-710-1962	STEVE@BUNDPROKERSAZ
Greg Menaprelli	Rodeo	PFD	928 710 1694	greg@worldsolderst rodeo.com
Johnny Kieckhefer	President 1888 Buckle Club	Buckle Club	928 273 1100	johnk@foxrot6.com
Steve Myers	PFD Director	PFD	928-499-1964	STEVE@WorldsOlderStRodeo.com
Mary Ann Suttles	Rodeo	PFD	928-713-3036	votesuttles@a.com
Karen Fann	Rodeo	PFD	928-925-8199	Karen@fann@outlook.com
Cheryle Teckwa	EVENTS MANAGER RODEO	PFD	928-848-1129	Cheryle@WorldsOlderStRodeo.com
Suzzy Davidson		PFD	928-5450	Suzzy@ " i
Mike Alderete	Grounds Manager	PFD		Mike@WorldsOlderStRodeo.com

Sign In Sheet

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Name	Title	Organization	Phone	Email
Greg Roginson	Director	TerraGlass	928 5545735	info@terraglass.com
RJ Lopez	Project Manager	Yavapai Landscaping	928 463-0782	RJ@yavapai-landscaping.com
Jim Dewey Brown	GM	Prescott Frontier Days	575 642-6730	jimdewey@worlds oldest rodeo .com
Nathan Green	Owner	Yavapai Landscaping	928 499-2505	NGREEN@YAVAPAILANDSCAPING.COM
SUE MANUEL				
EARL DUQUE				
BRANDON EUBANKS				
MATT HALL				
MIKE MORRIS				
Kym Lopez	RODEO	PFB		
DAW ROGAN	"	"	928 642-8368	worlds oldest rodeo / YAVAPAI /

APPENDIX F

Prescott Frontier Days Rodeo

Visioning Workshop

Full Snapshot

STAPLES

Restickable Easel Pad | 30 Sheets

"Cut + I + " - NO

Public
PARK

Not A Park

dog park

No
Parking Garage

NO
No Expansion of
Any entry which
Encroaches on PFD
Leasing Leased Property

No ~~open~~ free-for-all
access to our
assets

open space

No additional permanent
tenants on property
Leased to PFD

No Alteration
of our
Current Lease

Expansion of
any ~~Sublet~~
Entry

No Community
GARDEN on
our current lease

No PARK

That this is a park

no dog park

NO competing events
during rodeo

no reduction in
available parking
during rodeo

Limit expansion
of Corral area
+ U+A ext.

NO
No Moving
Rodeo

NO
No Moving
Rodeo

Change the
History of the
Rodeo

Traffic Coming
Through all the
Time

No To Politics
on the Rodeo
Grounds
NO

No more arguing -
Let's all sit down and
work out whatever the
issues are

NO
No Building of
high density units on
this property
(underlying zoning)

Staple

30 Sheets

Restickable Easel Pad

STE9503

Consider If - Maybe

Shaded Arena

Shaded/Covered
Arena
(separate from
Main Arena)
+ Stalls

Shaded Arena

Covered
Arena

Shaded Arena

Panel Vendor area
for better, safer and
Drier Fan experience

Shaded/Covered
Arena
(separate from
Main Arena)
+ Stalls

Shaded/Covered
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(separate from
Main Arena)
+ Stalls

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Main Arena)
+ Stalls

Shaded/Covered
Arena
(separate from
Main Arena)
+ Stalls

VIP areas

Multitrip
VIP + suites and club
Seating for Race
Creators

A better relationship
with City + Pacer -
Land-Lord - renter

Partnership with
Val N / Auto / PFM / Fire
on the Pacer Grand

letting Go
of EGOS

Digital Signage

Alto Signage

Alto

Alto
- traffic
light
signage

Change
Layout of Arena
Flow

Elevated Sky walking
Platform to access
all seating in arena
area

Fences

15' Privacy Fence
around property

Fence

increase arena
seating

Market / Venue
Change / make main
Entrance to Race
off Miller Valley
(Reduce traffic on Gail Green)

APPENDIX G

Local Neighborhood

Visioning Workshop

Sign-In Sheet

Project Name: Prescott Rodeo/Fairgrounds Master Plan
 Project Number: 20250158
 Date: NOVEMBER 5, 2025

Location: V OF A CO-OP EXTENSION
 Purpose of Meeting: NEIGHBORHOOD MTG
 Time: 5:00 PM

Name	Title	Organization	Phone	Email
Connie Campbell		GG Neighborhood		rocket83545@gmail.com
BRANDON EUBANKS		GG N		BANKSINPRESCOTT@GMAIL.COM
VIRGINIA INGRAM	OWNER	GGN	(928) 237-5726	gennyingram1202@gmail.com
ANNE-MARIE TAYLER	"	GGN	(928) 445-5494	amtayleraz@gmail.com
Chelle Tayler	"	GGN	602 7701728	ChelleTayler@gmail.com
CAROL RUSSELL	NEIGHBORHOOD	GGN	928 925-5378	chiselhead@gmail.com
Truly Brackin	Neighborhood	GGN	404 874-8391	truly@trulybrackin.net
Earl Dugue	" "	GGN	928 600-2251	Earl.Dugue@gmail.com
Shari Sterling	"	"	928-713 8648	sssterling3@gmail.com
Kay Albrecht	"	GGN	480-251-0159	kay@albrechtadventure.com
Bonnie McMinis	Neighborhood	GGN	248 798 7887	bmcminis@hotmail.com

Sign In Sheet

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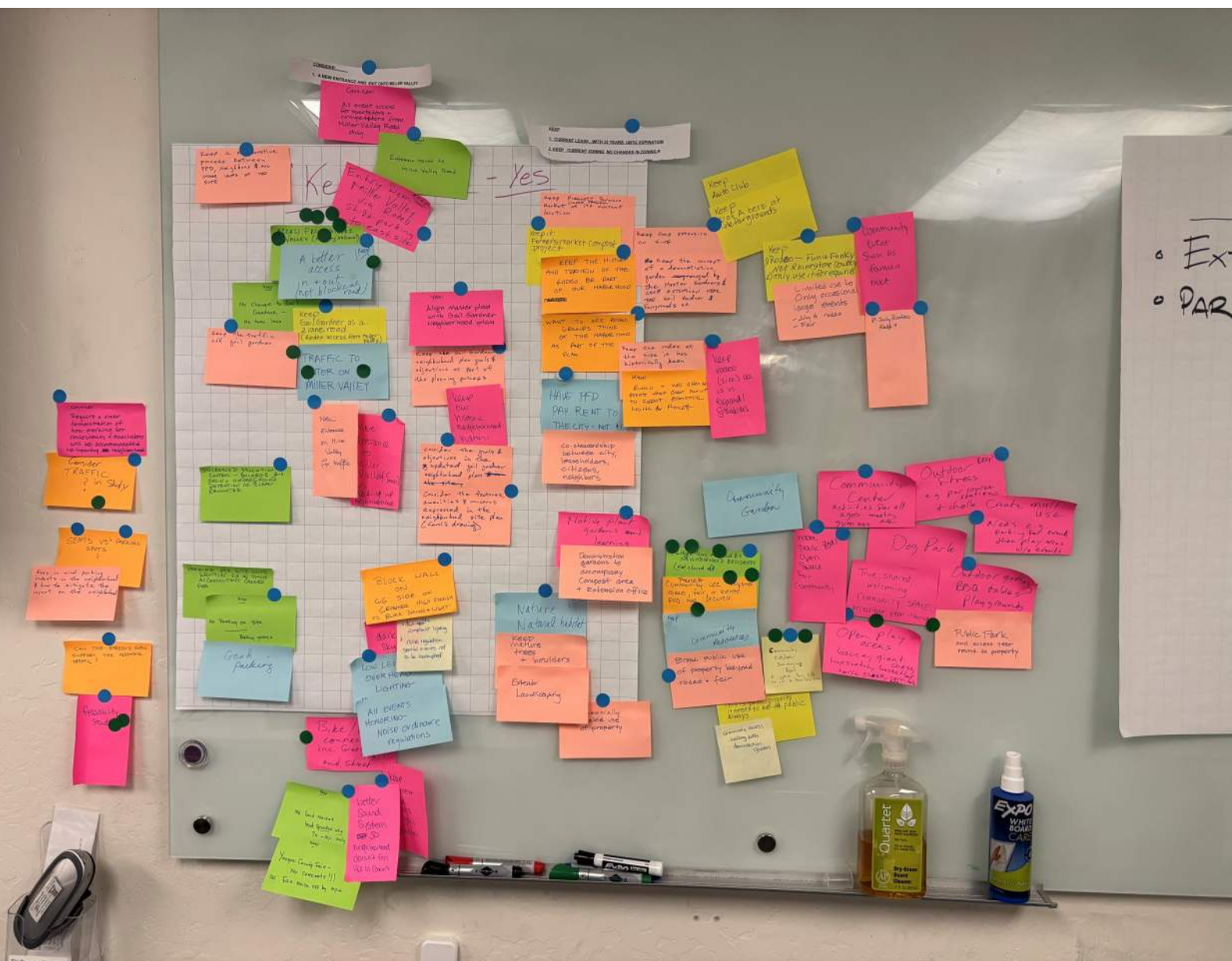
Name	Title	Organization	Phone	Email
Sue Knaup	Neighbor Vice President	Prescott Alternative Transportation	541-984	sue@onestreet.org
Teresa Manning	Neighbor	Prescott	928-713-7281	terman24@gmail.com
Willy Favour	Neighbor	Prescott	928 925-2540	LFFAVOUR@AOL.COM
KYM LOPEZ				
MATT HALLORSON				
REX HINSHAW				
MIKE MORRIS				
Jay Ruby	Dexter Neighbor	Prescott	928 925 2708	ruby@vateforvatev.com
JIM DEWEY-BROWN				
SCOTT BALCK	CAPITAL PROJECT MANAGER	CITY OF PRESCOTT	(928) 777-1130 X-5011	scott.balck@prescott-az.gov

APPENDIX H

Local Neighborhood

Visioning Workshop

Full Snapshot



No limitation on public access to park property/ Park use.

Closed gate that you can't get thru

ANYTHING THAT WOULD IMPROVE EXISTING SITUATION - BUT, PLEASE DON'T BRING IN ANYTHING THAT WOULD BE A BURDEN ON THE COMMUNITY

No pollution on Miller Creek

No 15' privacy fence
if Chain-link is good
fence. Some sign to see public entrance/leave fence

No solid wall on S.E. wall - visual barrier w/ fence + nature landscaping that allows view of open space.

NO EVENT CENTER

"Cut + I + " - NO

CUT OUT.....
1. ANY PLAN, THOUGHT TO REDESIGN OR RE CONFIGURE DALL, SARDNER TO CHANGE THE NOISES OR EXCESS OF TRAFFIC TO TRANSFORM THE FAIRGROUNDS, STOP IT.
2. THE CURRENT SOUND SYSTEM
3. CUTOFF THE ADDITIONAL EVENTS... THEY GENERATE MORE TRAFFIC, NOISE AND ARE NOT COMPATIBLE WITH THE GGN.
4. ABSOLUTELY NO "CONVENTION CENTER" OR EXPANSION OF ADDITIONAL BUILDINGS ON THE PROPERTY.
NEW EVENTS ADDED IF FARMERS MARKET THAT WILL ONLY BRING IN ADDITION NOISE, TRAFFIC AND, PARKING ISSUES, ETC.
5. ABSOLUTELY NO CONCERTS OR EVENTS THAT CREATE A DUST OR NOISE, TRAFFIC PROBS. AND ARE NOT COMPATIBLE TO THE GGN.
6. NO LARGE ADVERTISING SIGNS ON FENCE SURROUNDING

No LED Signs -
No Lighted Signs -
Bright lights -
turn to dark sky lighting

50
bathrooms!
Cut
Expanded restrooms
potties, potteries, etc.
just rent more

No Overnight
Camping in tents on RVs

no more
the
lease
Cut
PFD current lease -
must re-negotiate
must be fair market value
Cut
100% PFD
Control of property

No events that
create too
much sound or
light pollution except
July 4 rodeo + Emily Fair

TRASH IN
NABOB HOOD FROM
PEOPLE WALKING

No vast areas of
parking - only
(must be usable
for other users
too)

ADDITIONAL OUTDOOR
CONCERTS AND MORE
NOISE (FAIR + EMILY)

More noise

Cut
Fancy sound system
Fancy isn't the problem
concerts are because
they bring their own
equipment

Overbuilt
buildings
Cut
Expansion of building

NO
ugly
Don't want
Repairs to
Block any
view of
Pinnacles

Don't want
Repairs to
Block any
view of
Pinnacles
is worse -
we
no that are not
that don't
complaint

No
excessive traffic
or parking that issues

No event center
No year-round
large events

DO NOT WANT
AN
EVENT CENTER

Expansion
to rodeo
or events
as it add
additional
traffic (can't
be the
center)

Zoning
Change
No expansion
no zoning change

Cut out the modern
concept for the rodeo

Cut
covered arena

Leave as it
currently stands
NO

NO ADDITIONAL
SOUND IN TERMS
OF QUANTITY
AND VOLUME
NO
ADDED TRAFFIC

Rodeo
Drive
Public
Street
(not
blocked)

More traffic

No to
expanding
and
border
for additional
traffic

NO TO
EXPANSION
AND
BORDER
FOR ADDITIONAL
TRAFFIC

NO TO
EXPANSION
AND
BORDER
FOR ADDITIONAL
TRAFFIC

[illegible]