

**Project:** City of Prescott Rodeo/ Fairgrounds Master Plan  
**Project Number:** 20250158  
**Meeting Date / Time:** January 6, 2026  
12:00 pm  
**Location:** Prescott Public Works Conference Room  
433 N. Virginia Street, Prescott, AZ  
**Purpose of Meeting:** Rodeo/ Fairgrounds Master Plan – Steering Committee  
**Present:** **Steering Committee**  
Earl Duque – Neighbor  
Sue Manuel – Neighbor  
Kym Lopez – President, Prescott Frontier Days Inc.  
Jim Dewey Brown – General Manager, Prescott Frontier Days Inc.  
Rex Hinshaw – Vice President, Prescott Frontier Days Inc.  
Mike Morris – Deputy City Manager, City of Prescott  
Brandon Eubanks - Neighbor  
Kathleen Yetman – Executive Director, Prescott Farmers Market  
Matt Halldorson – Yavapai County Extension Director, U of A  
  
**City of Prescott**  
Scott Balck – Project Manager  
  
**Beta Public Relations**  
Connor Cassens – Vice President  
  
**GH2 Architects**  
Robert Wadsack – Architect, Principal  
Martha Mitchell – Senior Architect  
Zoey Ford – Architectural Intern  
  
**Circulation:** All meeting attendees  
**Prepared By:** Martha Mitchell  
**Date of Circulation** January 9, 2026 (Revisions Issued 1/23/26)

### **TOPIC**

*Refer to previous meeting minutes/discussion for previous discussion topics.  
(As requested by members of the steering committee).*

### **ACTION**

*Italics represent meeting minute items that were revised.*

## **1. STEERING COMMITTEE GOALS**

- 1.1 [Previous meeting discussion removed]
- 1.2 The Steering Committee read through the mission statement and made further decisions and clarifications:

- A. The mission statement (with current decisions & clarifications in *blue italics*):

The mission of the Rodeo/Fairgrounds Steering Committee is to guide the City of Prescott and GH2 Architects in the creation of a Master Plan for the Rodeo/Fairgrounds site. Through collaboration, conversation and community engagement, we will work as a unified group to *identify community uses for the property and* ensure that the Master Plan created sustains Prescott's rural character and quality of life for generations to come.

The Prescott Rodeo/Fairgrounds celebrates our City's western heritage and open spaces while driving community and economic vitality. We strive to protect and enhance this space, honor tradition, encourage youth and family education, promote outdoor recreation and create a space where Prescott's rural heart and quality of life endure. *We aspire to enhance enjoyment for the community at large.*

## 2. PROJECT SCHEDULE

### 2.1 [Previous meeting discussion removed]

2.2 The updated Gantt Chart schedule shown in the PowerPoint and emailed with the meeting agenda was reviewed with those present.

- A. *The Western Art Show, Prescott Farmers Market, and Rodeo are possible venues for GH2 to set up a booth, present the master plan, and answer questions from the public. Attending these events would not be considered community meetings.*
1. *GH2 suggested participating at these venues. Attending these events does not reduce or replace any of GH2's contract obligations and there is no additional cost to the city. Participating will increase the exposure and awareness of the master plan both critical to its success.*
- B. *The Steering Committee questioned if these are the most appropriate venues to present the master plan. GH2 believes these events provide outreach to people associated with project stakeholders as well as the opportunity to meet others in the community.*
1. *The Steering Committee suggested the Prescott Farmers Market, the Saturday during the Memorial Day weekend, the Earth Day in downtown Prescott along Cortez Street this April as other possible venues for GH2 to consider.*
- C. Descriptions of the events had been emailed by GH2 Architects to the Steering Committee along with the meeting agenda and were considered helpful by members of the Steering Committee.

- D. The rescheduled study session presentation by GH2 will be at the April 28<sup>th</sup> Council meeting. (*The project scheduled and schedule description dates should be updated accordingly*)
- E. The March stakeholder exercise would be dependent on the venue with the Extension office training room; *this room is available Monday, March 2<sup>nd</sup>.*
  - 1. *The stakeholder groups may focus on the 3 main groups: Rodeo, Neighbors and Others (including Farmers Market).*

### 3. [Previous meeting discussion removed]

### 4. COMMUNITY MEETING #1

- 4.1 Monday, February 2<sup>nd</sup> from 4 p.m. to 7 p.m. at The Center, 1280 E Rosser Street
- 4.2 A draft flyer was reviewed. *Beta PR will email an electronic copy and will print hard copies after a final draft is approved.*
  - A. *Beta PR will print 500 copies of the flyer and distribute it to Steering Committee members.*
  - B. *Beta PR expects to receive final approvals and print copies of the flyer by the end of the week (1/9/26).*
    - 1. *Beta PR confirmed hard copies of the flyers were printed and delivered to Steering Committee members Monday, January 12th. A PDF copy was emailed to Steering Committee members too. Steering Committee members can share and distribute either copy as they wish.*
  - C. *The Steering Committee discussed mailing a copy of the flyer but voted 3 to 5 in favor NOT to mail flyers.*
  - D. *The Steering Committee discussed the boundary of the map on the flyer but the map on the flyer will not be updated because the hiking area is included in the Rodeo/Fairground Master Plan area.*
- 4.3 The Steering Committee discussed the six (6) stations.
  - A. *Other previous master plans will be available for review at the Community Meeting to use as examples and generate comments.*
  - B. There will not be a station for each stakeholder group.
    - 1. *A presentation board identifying each stakeholder group and their relationship to the Rodeo/Fairgrounds will be displayed at the community meeting.*
  - C. *The existing conditions station will help explain what currently exists on site and how the site is used.*
  - D. *No refreshments will be offered to the community meeting attendees.*
- 4.4 *Conner with Beta PR confirmed they will be placing PSA's with MyRadioPlace (Yavapai Broadcasting) who manages five (5) stations in the area. They will also be leveraging the City's radio show and other local broadcasting networks they have relationships with and the City's social media outlets.*

### 5. STEERING COMMITTEE UPDATE

- 5.1 [Previous meeting discussion removed]

- 5.2 [Previous meeting discussion removed]
- 5.3 [Previous meeting discussion removed]
- 5.4 No changes to the 12/9/2025 minutes were noted.

**6. NEXT STEPS**

- 6.1 Community Meeting #1 will be Monday, February 2nd from 4 p.m. to 7 p.m. at The Center, 1280 E Rosser St.
- 6.2 The next Steering Committee meeting will take place on February 3rd at noon.

**This is intended to be an accurate summary of items discussed. Please contact this office within 10 days of the date of this memorandum if modifications should be considered.**

**END OF MEETING REPORT**

Attachments: 25.01.06\_Prescott Rodeo Fairgrounds MP\_Steering Committee Meeting.pdf  
2025.01.06\_PRF MP\_Schedule Descriptions.pdf  
2025.01.06\_PRF MP\_Schedule.pdf

cc: GH2 Design Team