

Project: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: November 4, 2025
12:00 pm
Location: Prescott Public Works Conference Room
433 N. Virginia Street, Prescott, AZ
Purpose of Meeting: Rodeo/ Fairgrounds Master Plan
Present:
Steering Committee
Brandon Eubanks – Neighbor
Sue Manuel – Neighbor
Jim Dewey Brown – General Manager, Prescott Frontier Days *Inc.*
Kym Lopez – President, Prescott Frontier Days *Inc.*
Rex Hinshaw – Vice President, Prescott Frontier Days *Inc.*
Gwen Rowitsch – Public Works Director, City of Prescott
Mike Morris – Deputy City Manager, City of Prescott
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 – Project Architect
Anisa Hermosillo – Intern Architect

Circulation: All meeting attendees
Prepared By: Anisa Hermosillo
Date of Circulation November 11, 2025 (*Revised November 19, 2025*)

TOPIC

Updates are prefaced with a meeting date in bold **[11/4/2025]**.
Previous discussion topics are retained in gray text for coordination and/or reference.
“Closed” topics will remain in the report for one meeting cycle and then be deleted.

ACTION

1. STEERING COMMITTEE GOALS

- 1.1 **[11/4/2025]** The Steering Committee established guidelines (*ie Golden Rule*) for effective communication and respectful conduct among its members.
- 1.2 **[11/4/2025]** Email subject lines were agreed to be written as “Rodeo/ Fairgrounds Master Plan –” followed by a concise description of what was being addressed in the email.
- 1.3 **[11/4/2025]** The Steering Committee came up with a few possible mission statements based on statements made by committee members to be discussed in the next meeting:
- A. The mission of the World’s Oldest Rodeo Steering Committee is to preserve Prescott’s Western heritage while supporting a thriving local economy and vibrant downtown. We strive to protect open spaces, encourage youth and family engagement, and promote outdoor recreation and education for the entire community. By honoring our traditions and focusing on sustainability, we ensure Prescott remains a special place to live for generations to come.
 - B. **Balanced and official (good for a master plan):** The Prescott Rodeo Grounds preserve our western heritage and open spaces while serving as a hub for community life and economic vitality. Here, tradition, education, and recreation come together to support youth and families. Together we sustain Prescott’s rural character and quality of life for generations to come.
 - C. **More community-forward and warm:** The Prescott Rodeo Grounds bring our community together through heritage, learning, and open land. Home to the world’s oldest rodeo, the county fair, and countless local events, they drive our economy and nurture our youth. Here, Prescott’s rural spirit and quality of life endure.
 - D. **Shortest and most direct:** The Prescott Rodeo Grounds celebrate our western heritage and open spaces while driving community and economic vitality. They unite people through learning, recreation, and tradition. In this place, Prescott’s rural heart and quality of life endure.

**Steering
Committee**

2. PROJECT SCHEDULE

- 2.1 **[11/4/2025]** GH2 presented an updated schedule based on feedback from the Kick-Off meeting. An updated Gantt chart will be digitally sent out to the Steering Committee members. Dates to be changed based on feedback are as follows:
- A. Walk through *for Current State of Operations and Facility Assessment* of the Rodeo Fairgrounds will occur on December 8th with the Steering Committee Meeting on December 9th.
 - B. The July Steering Committee Meeting will occur on July 14th, 2026 *instead of the originally scheduled July Steering Committee Meeting*

GH2

date to provide time between the rodeo and the Steering Committee Meeting.

3. STEERING COMMITTEE UPDATE

3.1 **[11/4/2025]** Meeting minutes from the previous Kick-Off meeting will be emailed to the Steering Committee along with these meeting minutes.

CoP

- A. The City of Prescott has sent out a SharePoint site to the Steering Committee members.
- B. Prescott Frontier Days *Inc.* identified their Events Coordinator as the person who has the list of all the events that happen on site of the Rodeo/ Fairgrounds. Prescott Frontier Days *Inc.* included the information for their PR Firm:

Guy Roginson
928-554-5735

media@fainsignaturegroup.com

**CoP &
Rodeo**

PFD to upload schedule to SharePoint.

3.2 **[11/4/2025]** City of Prescott noted that the project webpage is under works with Beta PR and waiting for the I.T. Department to put it online. They will present mockups of the website to the steering committee soon.

3.3 **[11/4/2025]** Beta PR provided a preview of the Stakeholder Meetings scheduled for Wednesday, November 5th.

4. QUESTIONS

4.1 **[11/4/2025]** The City of Prescott inquired as to when the City Council presentations will occur. There will be 2 presentations to update City Council, and the dates will be determined when the City Council releases their 2026 meeting schedule. The project schedule will then be updated accordingly.

5. NEXT STEPS

5.1 **[11/4/2025]** It was determined that the *Current State of Operations and Facility Assessment* will occur on December 8th.

5.2 **[11/4/2025]** Beta PR and GH2 will prepare draft executive summary report for the Stakeholder Meetings to be presented to the Steering Committee on December 9th.

**Beta PR &
GH2**

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: "25.10.07_Prescott Rodeo Master Plan_MM (revised)"

cc: GH2 Design Team