

Project: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: December 9, 2025
12:00 pm
Location: University of Arizona Cooperative Extension Office
840 Rodeo Dr Bldg C, Prescott, AZ 86305
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.
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
Jason Ferguson – Capital Projects Manager (observing)

Beta Public Relations
Connor Cassens – Vice President

GH2 Architects
Robert Wadsack – Architect, Principal
Kala Ade – Architect, Principal
Anisa Hermosillo – Intern Architect
Zoey Ford – Architectural Intern

Circulation: All meeting attendees
Prepared By: Zoey Ford
Date of Circulation: December 11, 2025

TOPIC

Updates are prefaced with a meeting date in bold **[12/09/2025]**.

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.

Italics represent meeting minute items that were discussed through email or revised after distribution.

ACTION

1. STEERING COMMITTEE GOALS

1.1 [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. 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. 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. 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.

1.2 [12/9/2025] The Steering Committee read through the possible mission statements and made further decisions and clarifications:

- A. When using "World's Oldest Rodeo", the trademark is needed.
- B. The title should be kept consistent throughout and should use "Rodeo / Fairgrounds" rather than strictly using "Rodeo"
- C. The mission statement should be broken into two paragraphs including a mission and vision statement. The mission should include descriptions of how the Steering Committee will be guiding the Master Plan.
- D. The Steering Committee favored a combination of options one and four (options A and D under 1.1). As well as the last two sentences of option two (option B): "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".
- E. GH2 and Beta PR recorded the following mission statement based on conversation at the meeting:
 - 1. *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 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.

2. PROJECT SCHEDULE

- 2.1 **[12/9/2025]** GH2 presented an updated schedule based on feedback from the previous Steering Committee Meeting (11/4/2025). An updated Gantt chart will be digitally sent out to the Steering Committee members.
- A. GH2 and Beta PR discussed the Format for Community Meeting – Programming Discussion with Stakeholder + Community
 - 1. The format will be an Open House and Stations
 - B. The Community Meeting date options were reviewed
 - 1. January 12th – Adult Center
 - 2. January 22nd – Public Library
 - ii. The Steering Committee decided the Community Meeting is to be held on January 26th from 4 - 7pm at the Adult Center pending availability with The Center. *Meeting date selected has been determined not to be available and has been revised. The meeting date for Community Meeting will be on February 2nd.*
 - C. GH2 and Beta PR discussed different methods of advertisement for the upcoming Community Meeting.
 - 1. It was decided that mailers were not the right approach. Advertisements will be spread through word-of-mouth of the Steering Committee, social media posts, flyers, radio and the Prescott Courier.

3. VISIONING AND ALIGNMENT WORKSHOP

- 3.1 Beta PR reviewed the November Stakeholder Meeting Executive Summary, Stakeholder priorities, and shared the current list of priorities/buckets for feedback at the meeting.
- 3.2 Beta PR will revise the November Stakeholder Meeting Executive Summary based on the feedback provided:
- A. Summary 4 – remove subjective statement. Design to reflect function (remove 1 and 2)
 - B. Summary 3 – Fairgrounds and Auto Club add as users
 - C. Summary 7 – Identify other users listed

Beta PR

4. STEERING COMMITTEE UPDATE

4.1 GH2 started the Current State of Operations and Facility Assessment on the Rodeo/Fairgrounds site on December 9th. The GH2 team create a document along with the Master Plan of the Current State of Operations and Facility.

GH2

4.2 The City has created a *project* website that has been live since November 18th.

A. <https://prescott-az.gov/prescott-rodeo-grounds-master-plan/>

5. NEXT STEPS

5.1 **[12/9/2025]** The Community Meeting will be held on January 26th at the Adult Center from 4 – 7pm. *Meeting date selected has been determined not to be available and has been revised. The meeting date for Community Meeting will be on February 2nd.*

5.2 **[12/9/2025]** The next Steering Committee meeting will occur on January 6th 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: "25.12.09_Prescott Rodeo Fairgrounds MP_Steering Committee Meeting.pdf"

cc: GH2 Design Team