

Project: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: May 5, 2026
12:00 pm
Location: UA Cooperative Extension Office – Meeting Room
840 Rodeo Dr Bldg C, Prescott, AZ 86305
Purpose of Meeting: Rodeo/ Fairgrounds Master Plan – Steering Committee

Present: **Steering Committee**
Deb Thalasis – Neighbor
Earl Duque – Neighbor
Sue Manuel – Neighbor
Kym Lopez – President, Prescott Frontier Days Inc.
Rex Hinshaw – Vice President, Prescott Frontier Days Inc.
Jim Dewey Brown – General Manager, Prescott Frontier Days Inc.
Gwen Rowitsch – Public Works Director, City of Prescott
Mike Morris – Deputy City Manager, City of Prescott
Annie Baker – Compost Manager, Prescott Farmers Market
Kathleen Yetman – Executive Director, Prescott Farmers Market
Matt Halldorson – Yavapai County Extension Director, U of A
Phillip Peek – Regional Business Manager, U of A
Robin Woolsey – Director, Prescott Antique Auto Club
Levi Darby – Fair Chairman, Yavapai County Fair
Rosalee Darby – General Manager, Yavapai County Fair

City of Prescott
Dallin Kimble – City Manager
Scott Balck – Project Manager

Beta Public Relations
Connor Cassens – Vice President

GH2 Architects
Robert Wadsack – Architect, Principal
Kala Ade – Equine Architect, Principal
Anisa Hermosillo-Tronstad – Intern Architect

Circulation: All meeting attendees
Prepared By: Anisa Hermosillo-Tronstad
Date of Circulation: May 8, 2026 (*Revised May 12, 2026*)

TOPIC

Refer to previous meeting minutes/discussion for previous discussion topics.
Italics represent meeting minute items that were revised.

ACTION**1. PRELIMINARY DISCUSSION**

- 1.1 *City Manager provided opening remarks establishing the purpose of the Steering Committee process, emphasizing the goal of developing a master plan that can be broadly supported by stakeholders and the community. It was noted that while discussion and disagreement within meetings are expected, members are encouraged to work through differences constructively within the process and communicate responsibly in public settings.*

2. REVIEW PREVIOUS MEETING MINUTES

- 2.1 There were no comments on the previous meeting minutes.

3. PROJECT SCHEDULE

- 3.1 The current Gantt chart was reviewed with upcoming key dates.
- A. GH2 to have a booth at the Farmers Market during Memorial Weekend on May 30th.
 - 1. GH2 confirmed that they will be showing the *progress* at the Farmers Market.
 - B. Community Meeting #2 will be held on June 1st at the Adult Center.
 - C. GH2 will present at the June 23rd Council meeting.
 - 1. It has been confirmed that the Council meeting is a Study Session.
 - 2. There was discussion on the percentage of completion that the master plan will be at to present to City Council which will be more than 30% but less than 75%.
 - City of Prescott and GH2 will determine percentage.
 - D. It was determined that there will be no additional stakeholder meetings on the schedule.
 - 1. Members of the Steering Committee were encouraged to hold individual stakeholder meetings with the group they represent.
 - E. The Neighbors requested for *an updated cost estimate* on the master plan.
 - 1. GH2 confirmed that the next Steering Committee meeting will have the information available.

4. COMMUNITY MEETING #2

- 4.1 Community Meeting #2 has been rescheduled for June 1st at the Adult Center.
- A. *Community Meeting #2 is intended as a progress check-in, not a final plan presentation.*

- B. Layout will be a video presentation by GH2 on the preferred option selected by the Steering Committee. The video will be played on a loop at the Welcome Station, *along with graphics depicting project timeline/schedule*, while Steering Committee members will be placed around the room to answer questions.
 - 1. *Additional stations will include Financing/ \$15.3 M station (manned by the City of Prescott) and environmental concerns station (manned by Prescott Public Works).*
 - C. The Rodeo mentioned that the stations with the Steering Committee members might influence surveys.
 - 1. GH2 will roam the room to moderate.
 - 2. After discussion, it was determined that a video will be played at the Welcome Station allowing members of GH2 roaming the stations to help answer questions, as well as having all members of the Steering Committee on board to work together as a whole will be the path forward.
- 4.2 Modes of outreach will be the same as previously decided. BetaPr to send out flyers and mailers as soon as possible.
- 4.3 It was determined that there will be a check-in before the Community Meeting #2 to confirm the Steering Committee is in agreement with the graphics being displayed at the Community Meeting.
- 4.4 The Fair expressed concern for the layout of the meeting not targeting other demographics than the older Prescott community members.
- A. It was determined to meet the other age demographics, *such as younger and working demographics, by utilizing digital tools*, extending the online survey to all day and including the presentation video by GH2 to the survey.
 - B. It was determined to emphasize the City of Prescott's community, but to allow for *no restriction on zip code* to participate in the digital survey.
 - C. *Clarification that surveys are not intended to be "scientific," but rather to provide directional input and identify areas for further discussion*

5. PROGRAMMING REVIEW

- 5.1 GH2 reviewed the variations created from the Stakeholder Meetings in April. The Steering Committee provided initial feedback:
- A. GH2 clarified that the proposed bollards along Gail Gardner and Fair St will be timed to help with the traffic flow during larger events at the Rodeo/ Fairgrounds and alleviate traffic from the neighborhood.
 - 1. *Neighborhood access considerations, and implications of bollards and traffic routing were discussed.*
 - B. It was determined that there will be additional discussions about the parking at a later date.
 - C. In Variation 2 (labeled as Option 2), the parking has potential issues for cross traffic with the cowboys and spectators.

1. *Enforcement challenges and circulation conflicts were discussed.*
- D. In Variation 3 (labeled as Option 3), Fair St. should include contestant entrance off of Fair Street, along the north part of the site for the interim, until realignment of Rodeo Drive and Miller Valley Road may occur in the future.
- E. It was emphasized that environmental factors need to be assessed and included on the master plan.
 1. It was requested to include initial concept graphics for environmental factors by the Community Meeting #2.
 - *The Committee noted the importance of visibly integrating these elements into master plan iterations prior to broader public presentation.*
 2. City of Prescott is currently working on the environmental features on the Rodeo/ Fairgrounds. City of Prescott to coordinate with GH2 to include the information in the Master Plan.
 - Briefly, the City of Prescott discussed the centralized containment of manure, the extending of the bioswale, *runoff mitigation*, and underground drainage infrastructure that is being planned for the Rodeo/ Fairgrounds site.
 - It was requested that the environmental team working in the City of Prescott will present to the Steering Committee at a later date.
- F. Barriers and separation were discussed about the Rodeo/ Fairgrounds site.
 1. It was determined that the site will maintain the perimeter with lockable gates at the locations of the trailheads on the south side of the site.
 2. The only parking lot access to the trailheads on the south will occur at the southeast end of the site, where there is a parking lot.
- G. A multi-storied parking garage was discussed off-site on Fair Street, possibly on county land if Yavapai would be open to a partnership approach.
 1. *Some considerations for a parking garage include – cost, neighborhood compatibility, potential traffic impacts, and possible off-site options.*
- H. There should be a crosswalk on Fairgrounds Ave to provide access to the park.
- I. The Rodeo requested that all labeling of “historic” to be removed from the Master Plan, and to add the “Justin Room” label.
- J. GH2 requested that the Steering Committee markup or outline the variations with their ideas on phasing and important elements to their program.
 1. The Rodeo mentioned that demolishing Barn B should happen in phase 1.

2. *The Rodeo mentioned that several improvements are expecting to begin soon (to be completed before the World's Oldest Rodeo) and not to be included in the current master plan. All improvements under construction are a part of the \$15.3 M.*
- K. Variation 3 (labeled at Option 3) was selected as the most desired variation that GH2 will move forward with refining.
 1. GH2 will add the interim contestant circulation path at the north, phasing, and barriers to the Master Plan.

6. **NEXT STEPS**

- 6.1 Next Steering Committee meeting to be held on Tuesday, June 2nd at noon at the UA Extension Building.
- 6.2 Community Meeting #2 will be held on Monday, June 1st.
 - A. *GH2 to incorporate initial environmental concept graphics, traffic circulation, and parking circulation into the Master Plan prior to Community Meeting #2.*
 - B. *Steering Committee members to conduct a meeting prior to the Community Meeting #2 to check-in on materials being presented.*
 - C. *GH2 and the City of Prescott to implement expanded digital outreach strategy.*
 - D. *City of Prescott to clarify survey methodology and intended use of results in public communications.*
 - E. The Adult Center opens at 3 pm. BetaPr invited the Steering Committee members to come early to help set up.
- 6.3 GH2 to coordinate with the City of Prescott to determine the efforts on environmental factors that are being planned for the Rodeo/ Fairgrounds and include them in the Master Plan.
- 6.4 *GH2 to provide initial cost estimate during the next Steering Committee.*
- 6.5 *Steering Committee members to outline and send to GH2 the phasing on their programmatic elements in the Master Plan.*

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:

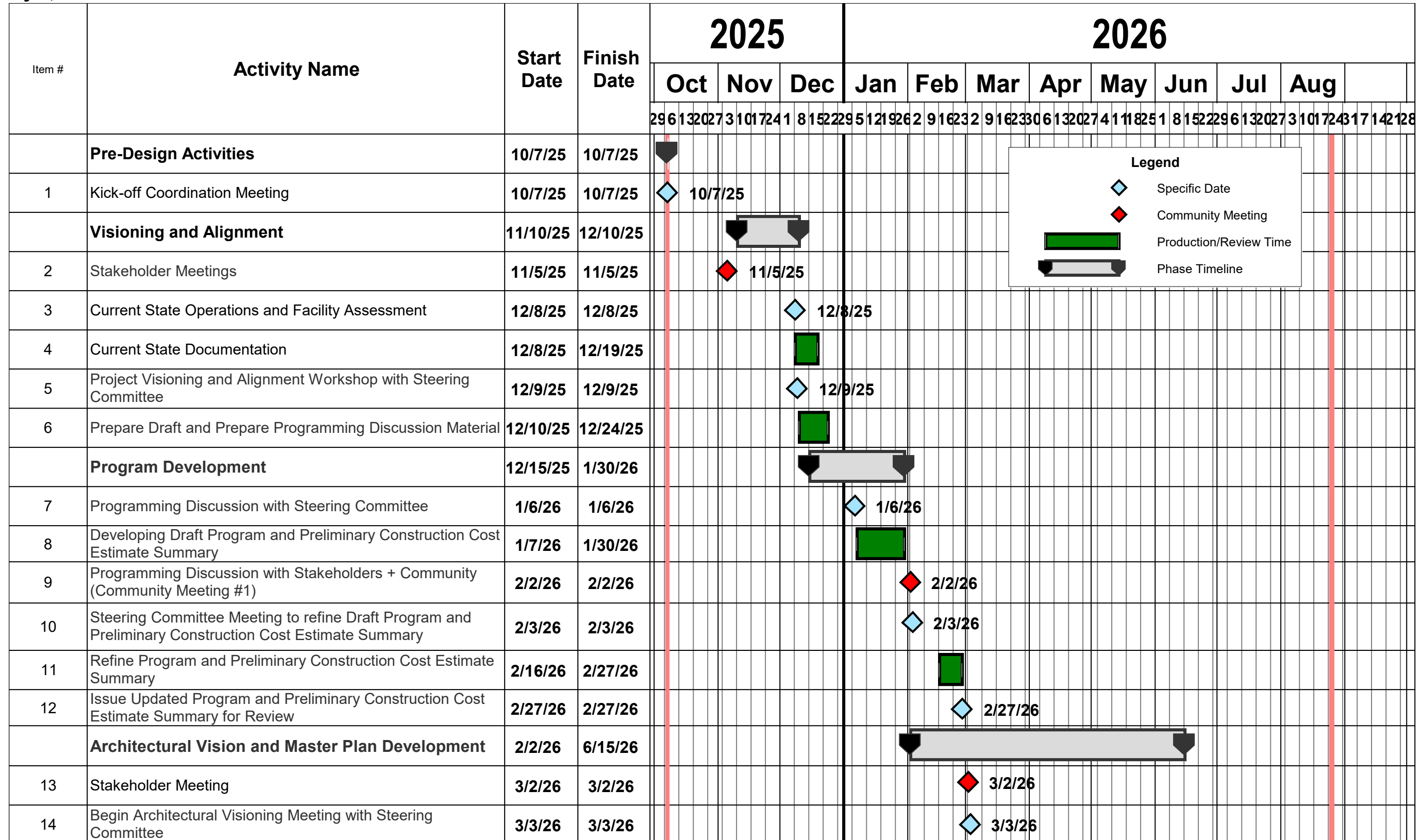
1. "20250158 Prescott Fairgrounds MP – 5.5.26"
2. "26.05.04_Prescott Fairgrounds Masterplan_MP Variations"

cc: GH2 Design Team

Project Schedule

Project Name: Prescott Rodeo Fairgrounds Master Plan
Project #: 20250158

May 5, 2026



Legend

- Specific Date
- Community Meeting
- Production/Review Time
- Phase Timeline

PRESCOTT RODEO/ FAIRGROUNDS MASTER PLAN - OPTION 2

REMOVABLE TRAFFIC BARRICADES

CONCEPTUAL OPTIONS NOTES
 1. THIS IS A PROGRESS CONCEPTUAL OPTION AND NOT ALL PROGRAM ELEMENTS ARE FULLY REPRESENTED SUCH AS
 A. FAIR FUNCTIONS
 B. SUSTAINABLE / ENVIRONMENTAL CONSIDERATIONS
 C. INTERNAL SITE CIRCULATION
 D. OPEN SPACE BALANCE



SITE PLAN LEGEND

	EXISTING BUILDINGS		PROPERTY LINES
	NEW BUILDINGS		SETBACK
	LANDSCAPED AREAS		SHUTTLE CIRCULATION
	PAVED PARKING		SPECTATOR/PUBLIC CIRCULATION
	GRAVEL PARKING		SPECTATOR/PUBLIC VEHICLE CIRCULATION
	SPECTATOR VEHICLE ENTRY/EXIT		OTHER CIRCULATION
	SECONDARY ENTRANCE		CONTESTANT VEHICLE CIRCULATION
	TICKET ENTRANCE		CONTESTANT VEHICLE ENTRY/EXIT
	STAFF / EMERGENCY ACCESS		

1" = 50'-0"

FAIR STREET
 GAIL GARDNER WAY
 FARGROUNDS AVENUE
 SCHEMMER DRIVE
 MILLER VALLEY ROAD
 RODEO DRIVE

SPECTATOR GRAVEL PARKING
 292,357 SF
 (769 SPACES)

CONTESTANT GRAVEL PARKING
 162,973 SF
 (+/- 150 TRAILERS)

PAVED PARKING/
 FARMERS MARKET
 79,089 SF
 (208 SPACES)

EXTENSION PARKING

MULTI-USE PAVILLION

EQUIPMENT BARN

HISTORIC SADDLING PADDOCKS

ANNOUNCER'S BOOTH

LIVESTOCK PENS

COVERED ARENA (POLE BARN) W/ STALLS

RODEO ARENA

GRANDSTANDS

RR BLDG.

SHUTTLE DROP OFF

GRAVEL PARKING
 27,900 SF
 (73 SPACES)

FUTURE PARKING/
 SITE STORAGE

PAVED VENDOR TENTS

RV HOOKUPS

SPECTATOR GRAVEL PARKING
 96,128 SF
 (252 SPACES)

AUTO CLUB

STATUE

MULTI-STORY EXTENSION & COMMUNITY OFFICE BLDG
 22,754 SF

BARN A

FORMER EXTENSION/
 STORAGE SPACE

DANNY FREEMAN

PRITCHARD BLDG /
 RODEO CART STORAGE

DOC PARDEE

DEMONSTRATION GARDEN
 45,427 SF

COMPOST

HOOP HOUSE

PARK

PRESCOTT RODEO/FAIRGROUNDS MASTER PLAN - OPTION 3

CONCEPTUAL OPTIONS NOTES
 1. THIS IS A PROGRESS CONCEPTUAL OPTION AND NOT ALL PROGRAM ELEMENTS ARE FULLY REPRESENTED SUCH AS
 A. FAIR FUNCTIONS
 B. SUSTAINABLE / ENVIRONMENTAL CONSIDERATIONS
 C. INTERNAL SITE CIRCULATION
 D. OPEN SPACE BALANCE



SITE PLAN LEGEND	
	EXISTING BUILDINGS
	NEW BUILDINGS
	LANDSCAPED AREAS
	PAVED PARKING
	GRAVEL PARKING
	SPECTATOR VEHICLE ENTRY/EXIT
	SECONDARY ENTRANCE
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	SPECTATOR/PUBLIC CIRCULATION
	SPECTATOR/PUBLIC VEHICLE CIRCULATION
	OTHER CIRCULATION
	CONTESTANT VEHICLE CIRCULATION
	CONTESTANT VEHICLE ENTRY/EXIT

1" = 50'-0"

