

**CITY OF KINGMAN
TOURISM DEVELOPMENT COMMISSION
City Council Chambers
310 N. 4th Street - Kingman, Arizona
7:30 A.M. Thursday, November 5, 2015**

7:30 a.m.

Regular Meeting Minutes

Thursday November 5, 2015

Commissioners Present:	Staff:	Visitors Signing In:
Krystal Burge, Chair	John Dougherty, City Manager	See Attached
Jim Baker, Commissioner	Tina Moline, Finance Director	
Theresa Evans, Commissioner	Burley Hambrick, Project Manager	
Angela Patterson, Commissioner	Frank Marbury, Assistant Engineer	
Harley Pettit, Commissioner	Sandi Fellows, Recording Secretary	
Herberta Schroeder, Commissioner		
Larry Carver, Council Liaison		

REGULAR MEETING MINUTES

CALL TO ORDER AND ROLL CALL: Chair Burge called the meeting to order at 7:30 A.M., and the Recording Secretary called the roll. Vice-Chair Spear was excused, all other Commissioners were present.

1. APPROVAL OF MINUTES: The Regular Meeting Minutes of October 8, 2015.

Commissioner Evans noted a minor correction regarding her comment in the Commissioners announcements. Commissioner Baker made a motion to APPROVE the Regular Meeting Minutes of October 8, 2015 with the minor correction. The motion was SECONDED by Commissioner Pettit, and the motion CARRIED with UNANIMOUS (6-0) APPROVAL.

2. CONSIDERATION OF PUBLIC COMMENTS:

Joshua Noble of the Kingman Visitor Center addressed the Commission and announced that the Arizona Office of Tourism was holding a world tour with their international representatives on December 8, 2015 in Flagstaff, Arizona. He noted that he had additional information for anyone interested. Mr. Noble also informed the Commission that a law firm from Phoenix had notified him that a number of Kingman hotels were being brought into a lawsuit in regard to ADA compliance concerning their pools. Mr. Noble went on to state that the law firm has offered to provide a presentation regarding how to avoid being targets for these lawsuits, as they have been handling numerous cases recently in Arizona.

3. OLD BUSINESS

A. REVIEW AND DISCUSSION OF ROOM TAX REPORT:

Finance Director Tina Moline addressed the Commission stating the room tax revenues reported to the City were for July through October of fiscal year 2015-2016. Revenues reported are \$169,621 for the first four months of fiscal year 2016, and are up almost three percent from the previous year. Ms. Moline stated that the delinquency adjusted revenue was \$161,233, and up around three percent as well.

B. REVIEW AND ACCEPTANCE OF THE QUARTERLY TOURISM REPORT:

Joshua Noble, President and CEO of the Kingman Visitor Center addressed the Commission and presented a review and comparison of numbers for the months of July, August and September 2015, as well as activities and marketing reports for the Kingman Visitor Center. Mr. Noble reported that this past quarter was the third busiest on record for walk-ins at the Powerhouse since they began keeping record in 1997. The guest book was fairly evenly split between international and domestic traffic. Mr. Noble noted that about 42 percent of the web traffic was from mobile devices, and he is looking into ways to make the site more user friendly for cell phones and I-Pods. The Kingman Visitor Center has also partnered with a new website, alexa.com which does website comparisons such as historical traffic trends and ranking of local sites globally and in the United States.

Mr. Noble stated that the Arizona Office of Tourism Coop launched in September this year, one month later than usual, as the State of Arizona keeps pushing the start of their budget back, which forces the Coop to wait to receive their funding. He explained that was the reason the numbers for this campaign were down, but are expected to pick up as the year progresses. GoKingman.com is up 73 percent from last year, and more specific requests have been generated with GoKingman.com as well as the Arizona State Visitor Guide and my grandcanyonpark.com.

STR, Inc. is a custom set for hotel data specifically for Kingman that Mr. Noble included in his report. Data reported for June, July and August 2015 showed an average occupancy of 75 percent, representing more than two-thirds of the hotel rooms in Kingman. Mr. Noble stated that they also have access to a report that shows daily occupancy of hotel rooms, allowing them to know which events are bringing in more people.

Chair Burge acknowledged the detail and organization regarding the presentation and thanked Mr. Noble for his work.

Commissioner Patterson made a motion to recommend APPROVAL for the second quarterly payment of fiscal year 2015/2016 to the Kingman Visitor Center, Inc. Commissioner Evans SECONDED the motion, and the motion CARRIED UNANIMOUSLY (6-0).

C. CITY OF KINGMAN'S ASSISTANT ENGINEER FRANK MARBURY WILL PROVIDE AN APPRAISAL ON THE POWERHOUSE PEDESTRIAN CROSSING PROJECT:

Assistant Engineer for the City of Kingman, Frank Marbury addressed the Commission stating that the Route 66 Pedestrian Crossing is at the 100 percent plan stage. The project is scheduled to advertise for bids on or about October 25, 2015. After bids are opened, traffic equipment will be ordered and actual construction may not begin until March or April of 2016, but once construction begins, the project should take only three to five weeks to complete. The Arizona Department of Transportation will administer the construction portion of the project.

Mr. Marbury explained how the design for the pedestrian crossing evolved, stating that the traffic impact analysis done initially for the new Lee Williams High School noted the sight distance for left turns coming off of First Street onto Andy Devine Avenue was less than half the recommended distance and recommended the intersection at First Street and Andy Devine be closed.

Mr. Marbury stated that the Engineering Department analyzed the intersection and realized there were no crosswalks to allow tourists to cross Andy Devine Avenue to visit Locomotive Park from the Powerhouse. A project using federal money to install a high-intensity activated crosswalk beacon (HAWK beacon) was proposed and approved. Mr. Marbury explained that these are special signals intended for allowing pedestrians to cross at a midblock crossing on a busy street.

Mr. Marbury went on to state that along with the HAWK beacon, improvements at First Street and Andy Devine Avenue were proposed. The closure initially recommended was not prudent due to the limited turning movements for trucks at Grandview and Beale Street, as well as drainage restrictions that may result from a complete closure. Alternatives were presented to the traffic safety committee and the recommended alternative of a right-in, right-out only configuration was designed. During the design process, local merchants expressed concern with limiting the left turn movements. Another alternative allowing left turn movements was analyzed, and the final configuration forces the westbound right lane of Andy Devine to turn right. The curb has been moved to allow the First Street approach proper sight distance for left and right turns. Mr. Marbury stated that this is the approved configuration that will be constructed. Mr. Marbury presented exhibits showing the design alternatives.

Mr. Marbury advised that the HAWK beacon signal proposed for the intersection is a relatively new design, and public education will be necessary through press releases and City Council presentations. The HAWK signal will also be ADA compliant. Commission members discussed the proposed changes. Mr. Marbury acknowledged that accident data will be monitored after construction and changes will be made as conditions warrant.

Discussion only took place. No motions were made.

Chair Burge thanked Mr. Marbury for his presentation.

D. KINGMAN RAILROAD MUSEUM QUARTERLY REPORT:

Chair Burge acknowledged that due to unforeseen circumstances a representative for the Railroad Museum could not attend the meeting this morning. She suggested that a spokesperson could be invited to present information at the next Tourism Development Commission meeting, but an approval to recommend quarterly funding was being requested.

Commissioner Evans made a motion to RECOMMEND FUNDING for the Kingman Railroad Museum. The motion was SECONDED by Commissioner Patterson, and CARRIED UNANIMOUSLY (6-0).

E. CONSIDERATION OF A REQUEST FOR ADDITIONAL FUNDS FROM THE BRICKS AND MORTAR ACCOUNT FOR THE POWERHOUSE REHABILITATION PROJECT:

Project Manager Burley Hambrick addressed the Commission stating that staff has submitted 95 percent of the plans and specification to the Arizona Department of Transportation for their review and approval on the Powerhouse Rehabilitation Project. City staff and Architects have estimated this project to cost \$220,000. Mr. Hambrick went on to state that ADOT's Contracts and Specification Department has reviewed these items and have completed their own cost estimate of the project, which is \$47,262 more than the budgeted amount for project construction. In addition to this fee increase, ADOT has also revised the cost of review fees to be an additional \$21,000, bringing the total cost increase to \$68,262.

Chair Burge asked what exactly the \$21,000 in review fees was for. Mr. Hambrick stated that he has requested a breakdown from ADOT in order to justify the cost, and has left messages with several departments, but has not heard back from them.

Frank Marbury acknowledged that all federal projects must be reviewed by ADOT, and these additional review fees have affected other jurisdictions within Arizona. Mr. Marbury stated that this is not just an issue with the review fees for the Powerhouse, as other agencies have expressed the same concern, as the fees seem to be a fixed cost, and not relative to the cost of the project. He noted that it appeared to be related to staff time for the consultants and engineers.

In order for the project to proceed, ADOT will invoice the City of Kingman for the original city match portion and the additional overmatch funds. The amount will need to be received by ADOT prior to the advertisement of the project. Projected advertisement date for the project is December 18, 2015. The exact amount of the required City match funds will not be determined until the contract is awarded.

Chair Burge acknowledged that the Pedestrian Crossing Project did need to be completed, and the TDC did have funding in their bricks and mortar account. Mr. Marbury stated that they would try to find cost savings in other areas of the project.

Commissioner Patterson stated that the \$47,262 in additional costs quoted by ADOT was a concern because it was not a firm estimate, and the cost could change upon award of the contract. Mr. Hambrick said that was correct, and stated that what they were requesting today was the difference between the Cities cost estimate and the Arizona Department of Transportation estimate, and the review fee, for a total of \$68,262.

Commissioner Baker made a motion to RECOMMEND APPROVAL of the additional funding of \$68,262 for ADOT's estimate and review of the Powerhouse Pedestrian Crossing Project. Commissioner Evans SECONDED the motion, and the motion CARRIED UNANIMOUSLY (6-0).

Council Liaison Larry Carver stated that should the Mayor receive notice of this issue with ADOT, and if Bullhead is experiencing the same issue, the Mayors of both cities could send a letter to the Governor of Arizona. Mr. Carver went on to state that it appears ADOT is pushing their expenses onto local entities.

Mr. Marbury explained that the State used to exchange federal money for the Highway User Revenue Fees in order to avoid the federal process for local entities. But when the State began sweeping the HURF funds from local entities, it began awarding federal fees to local governments, which came with a federal review process, and regulations.

City Manager John Dougherty addressed the Commission and stated that this matter should be addressed as a Tri-City Council agenda item, with ADOT invited to attend. Mr. Dougherty also requested that Frank Marbury attend the meeting.

4. NEW BUSINESS

A. DORA MANLEY WILL REVIEW THE FINANCIAL ACTIVITY REPORT AND EVALUATE THE SUCCESS OF THE “BEST OF THE WEST ON ROUTE 66” EVENT:

Dora Manley, event coordinator for the “Best of the West on Route 66” event, which was recently funded by TDC, addressed the Commission. She presented an inventory of media type and the amount that was budgeted, and actually spent with each provider. Ms. Manley explained that the amount budgeted was the amount specified in the funding request for the Tourism Development Commission. The media providers were selected in advance of the funding request from TDC, and due to the time frame in which the funds were received, providers were modified to allow for the most effective exposure within a short time.

Ms. Manley acknowledged that they concentrated their efforts on media promotion that would reach people within a few hundred mile radius of Kingman, knowing they could drive to the event for the day or weekend. \$5,000 was spent on 80,000 inserts for the Kingman Daily Miner, which went in twice, to newspapers distributed in Sedona, Flagstaff, Lake Havasu and Parker. Banner ads were also placed on the KDM website, and a lot of ‘click-throughs’ and phone calls were received as a result. Route 66 magazine had an advertisement budgeted for \$700, but were willing to do the ad for \$500. Ms. Manley went on to state that Facebook and Twitter were budgeted for \$5,000, but \$5,954 was actually spent. Printed programs from Staples were distributed this year, with hopes that next year businesses would be looking to advertise in them. The amount of funding budgeted/requested came to a total of \$32,000 with the actual amount spent being \$24,285. Ms. Manley explained that the original request had allotted \$10,000 for event coordination, but that amount was instead distributed throughout the various media types, in order to ensure success of the event, and get the word out.

Ms. Manley stated that volunteers went into the crowds during the event and conducted surveys, in order to track the success of the event. The surveys consisted of four questions: Where are you from, where are you staying, how long are you staying and how large is your group. Over 200 surveys were returned, with visitors being from sixteen different states and thirteen countries. Ms. Manley noted that approximately 81 hotel rooms in Kingman were occupied by people attending the Best in the West event. A number of residents or visitors from Las Vegas, Havasu, and Flagstaff, had driven to Kingman for the day to attend the event. Ms. Manley noted that those were some of the destinations she had ads in the Smart Shopper sent to.

Ms. Manley acknowledged that they had begun working on next year’s Best in the West on Route 66 event during this year’s festival, since most Europeans plan their vacations at least one year in advance. A special program was initiated this year, the Walk of Fame, and it is gaining momentum, with inquiries as to how to obtain a brick, or nominate someone for a brick to be placed in the Walk. Dora explained that the Best in the West event purchases four bricks to be placed in the Walk of Fame and people are nominated to be King of the Mother Road for next year’s festival and have their name printed on the brick. This year’s brick dedication went to individuals in the Czech Republic, Netherlands and Australia, tour drivers who routinely bring guests from Europe to Kingman. These individuals have already scheduled groups to attend next year’s festival. Ms. Manley stated that she was pleased with the success of this event, and was looking forward to even greater success in the future.

Commissioner Patterson asked where the Walk was located. Ms. Manley explained that there are red bricks along the edge of the curb on Route 66 that have been there for years. Once a brick is purchased, the City removes the brick from the road between First and Sixth Streets and replaces it with the engraved red brick. Dora went on to state that anyone can purchase a brick, and have whatever they like printed on the brick. Commissioner Patterson suggested that the date the brick is dedicated be

added to each impression. Ms. Manley agreed and said she would request the date be added. Ms. Manley advised that paperwork to obtain a brick is available at the Chamber of Commerce building, or from their website: brickson66.com. Money from the bricks goes to the City of Kingman beautification fund. She thanked the City and TDC for funding the event, noting that the City was the chief sponsor. Chair Burge thanked Ms. Manley for her presentation and hard work.

Discussion only took place. No motions were made.

5. ANNOUNCEMENTS BY COMMISSIONERS.

There were no comments.

Commissioner Pettit made a MOTION to ADJOURN. The motion was SECONDED by Commissioner Patterson, and CARRIED UNANIMOUSLY (6-0). Chair Burge declared the meeting adjourned at 8:46:28 A.M.

ADJOURNMENT 8:46:28 A.M.

APPROVED:

Kristal Burge
TDC Chairperson

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF TDC MINUTES

I, Sandi Fellows, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Regular Meeting Minutes of the Tourism Development Commission held on November 5, 2015.

Dated this 8th day of December 3, 2015.