

Meeting Report

after

Project: City of Prescott Rodeo/ Fairgrounds Master Plan
Project Number: 20250158
Meeting Date / Time: October 7, 2025
12:00
Location: Prescott Public Works Conference Room
433 N. Virginia Street, Prescott, AZ
Purpose of Meeting: Rodeo/ Fairgrounds Master Plan – Kick-off

Present:

Steering Committee

Sue Manuel – Neighbor
Deb Thalasis – Neighbor
Kym Lopez – President, Prescott Frontier Days
Jim Dewey Brown – General Manager, Prescott Frontier Days
Rex Hinshaw – Vice President, Prescott Frontier Days
Mike Morris – Deputy City Manager, City of Prescott
Gwen Rowitsch – Public Works Director, City of Prescott
Matt Halldorson – Yavapai County Extension Director, University of Arizona
Earl Duque – Neighbor, Prescott Farmers Market

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
Zoey Ford – Architectural Intern

Circulation: All meeting attendees
Prepared By: Anisa Hermosillo
Date of Circulation October 9, 2025

TOPIC

Action

Updates are prefaced with a meeting date in bold **[10/8/2025]**.

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.

1. INTRODUCTIONS

- 1.1 **[10/8/2025]** The GH2 project team introduced themselves and presented their design experience, and what types of media they can present to the community.
- 1.2 **[10/8/2025]** The Steering Committee introduced themselves and the other stakeholders interested in the project that was not captured by GH2. The following stakeholders should be included:
 - A. City Council, City IT Department, Prescott Farmers Market, Yavapai County, local 4H and FFA, local farmers and ranchers, natural resource users, Rodeo (including high school and collegiate teams), Horse sale, Equifest, recreationists, Master Gardeners.
 - B. Steering Committee identified that they could update the stakeholders list with contact information and how often each group envisions utilizing the Rodeo Fairgrounds to Scott Balck (Project Manager for the City of Prescott).

**Steering
Committee**

2. MASTER PLAN – PUBLIC ENGAGEMENT

- 2.1 **[10/8/2025]** Beta PR presented different ways to engage the steering committee, community/ adjoining neighborhood, and additional site users in gathering information to design a master plan for the Rodeo Fairgrounds.
- 2.2 **[10/8/2025]** The Steering Committee identified that there are several things that need to be addressed in the master plan, including parking around and on the site, as well as flow of moving around the site.
 - A. Prescott Frontier Days noted that they are in the works of utilizing additional parking off-site and shuttling people onto the site.

3. PROJECT SCHEDULE

- 3.1 **[10/8/2025]** GH2 presented the schedule for presenting a finalized master plan to the community.
 - A. Prescott Frontier Days mentioned that the Rodeo Fairgrounds shuts down in June to prepare for the rodeo on the last week of June/ first week of July. The schedule will be altered to reflect this change.
 - B. There was discussion that November/ December will be a difficult time to meet due to the holiday season, and the schedule will be altered to reflect this change.

GH2

4. FACILITIES TOUR COORDINATION

- 4.1 **[10/8/2025]** GH2 proposed walking the Rodeo Fairgrounds during the end of October to provide an assessment of the facilities and have a conversation with some of the stakeholders.
 - A. The Steering Committee identified key stakeholders for the facilities tour to be neighbors, Rodeo Event Coordinator, University of Arizona Cooperative Extension, Prescott Farmers Market, Auto Club, and Yavapai County Fair.

- B. The Steering Committee will gather dates that work with their schedule and the schedule of the identified stakeholders and give them to Scott Balck to coordinate.

**CoP &
GH2**

5. AVAILABLE INFORMATION

- 5.1 **[10/8/2025]** Beta PR determined that a shared file site is necessary to gather all the information from the stakeholders, and would set up a link with Scott Balck so that Steering Committee members can upload any information they have on the site and/or its users.

**Beta PR &
CoP**

6. NEXT STEPS

- 6.1 **[10/8/2025]** GH2 to revise the schedule and send to Scott Balck to distribute to Steering Committee members.

GH2

- 6.2 **[10/8/2025]** Beta PR to establish an online link for Steering Committee members to upload information about the rodeo, it's grounds, and the users of the site.

**Beta PR &
Steering
Committee**

- 6.3 **[10/8/2025]** Rodeo Events Coordinator to provide a list of known events that occurs on the site throughout the year to Scott Balck to distribute.

Rodeo

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: "Prescott_Rodeo_Master_Plan_Kickoff_Presentation Comments"

cc: GH2 Design Team