

**Page/Lake Powell Tourism Board
City Council Chambers
January 10, 2007**

Call to Order: Meeting called at 5:03 p.m. by Randy Wolff, Board President. Present were Charly Moore; David Chuckluck, Executive Director, Page/Lake Powell Chamber of Commerce; Jackson Bridges; Nancy Walter, Executive Director, Powell Museum; Mary Scheel, Chamber Representative; Pat Talbott, Museum Representative; Lulu Cannon, Lon Mason, and Dwayne Cassidy, Tourism Bureau Coordinator. Excused absence: Len Cook, City Council Liaison. Also present, Lee Pulaski, Lake Powell Chronicle and Freddie Hancock.

Approve Minutes: Randy called for approval of minutes from the December 20, 2007 meeting. Motion by Charly Moore, second by Mary Scheel to approve regular meeting minutes as corrected. Motion passed unanimously.

Citizens: Freddie Hancock made a presentation of a new project called Banjoko Wildlife Sanctuary. She has already gotten some birds and two giraffes from Michael Jackson's Neverland zoo. It is to be a 501c3 non profit and supported by donations. Land has been looked at and a preliminary study is in the works. She hopes to employ 40 or more people when it is up and running. She sees it as a definite destination point for visitors to Page. Discussion followed.

Reports/Presentations:

Chamber – December 2006 Activity Report: David reported 23 relocation guide requests and visitation of 12. Total calls received were 126. Mixer was held at the Ranch House Grille with 77 attendees. Membership renewals 3 with no new ones. David announced the winners of the Holiday Decorating contest and the nominees for the Business of the Year, Citizen of the Year and Woman of Distinction awards. No web site report available at meeting time. He requested that if anyone had a survey to turn them in to the Chamber.

Museum – December 2006 Activity Report: Nancy reported that the Museum is busy reorganizing, taking inventory, preparing for the new oral history project and getting ready to install the new paleontology exhibit featuring a ceratops skull found in the Grand Staircase Escalante NM. New Museum signage has been completed and will be up before the reopening in February.

Tourism Bureau Coordinator Report - Dwayne reported that Bureau visitation was 98, brochures mailed 800, e-mails 117, and 1,677 advertising responses. He is developing the budget and thanked the committees for getting together to go over the budget items. He passed around the budget narrative draft that was the result of the special budget meeting held. He will be attending several workshops in the next few weeks. He reported that the chief editor and a photographer from the Reiseplaner magazine had been in town and went on a tour with Ray Tsosie. The article will be printed in their high end magazine. He also had an article written about the Overland and Antelope Cyn. Tour companies.

Marketing Committee: None

Events Committee: No meeting but members received a funding request packet from Quilters Unlimited requesting funds to create banners for Lake Powell Blvd.

Finance Committee: Committee reviewed and discussed the results of changes made by Dwayne to the budget.

Board Member Reports:

Mary asked about the copier. Dwayne stated that the Balloon Regatta is purchasing a large format copier and will be keeping it at the Bureau. We will also be able to use it. This item has been removed from the budget.

Lulu said she is getting many reservations for August, September and October and wanted to know what is going on. Dwayne stated that foreign travelers come those months and most articles are geared to that. Dwayne also reported that Jay McKinley of Whiplash Off Road Racing met with him and others and has committed to having two events, March 24th, 25th and October 6th, 7th with ATV's and dirt bikes. The races will be behind the Day's Inn. A permanent venue is being looked at by Planning and Zoning. Dwayne said that Jay McKinley wants to do 6 to 8 races a year in Page. Discussion followed about how these events would be advertised and informing locals of events happening in Page.

Financial: Dwayne passed out the financials. Discussion followed. A new computer for Evie has been purchased to replace the system that failed. He also will need a computer soon. Randy called for a motion to approve the report. Lon motioned to approve the financial report, Mary seconded. Motion passed.

Lulu asked about the Arizona bowl games and how we can get those people up here. Dwayne will be attending a meeting in February in Phoenix to discuss this very issue.

New Business:

Discussion and possible action regarding Fiscal Year 2007 Budget and Narrative.

Dwayne explained different aspects of the budget and narrative. Discussion followed. Randy called for a motion to approve the amount requested. Mary made a motion to approve the \$360,000 requested with a second by Charly. Motion passed.

Unfinished Business:

Discussion and possible action regarding recommendations of the By-laws Committee review of the By-laws. Tabled

Discussion and possible action by the board concerning future status as a recognized 501c 3 organization, or other possibilities and options working. Tabled

Discussion and possible action by the board, concerning the proposed visitor center/welcome center/rest area. A plan packet is still being made available for two of the board members to look at and sign off on. Tabled.

Discussion and possible action by the board concerning job descriptions for Tourism Bureau staff. Tabled.

Pat announce that she will be attending the TEAM certification workshop February 22, 2007 in Flagstaff.

Randy announced that the review committee met and the reviews have been emailed to the board members.

David announced that he had tickets for the Banquet and that sales are going well. And that anyone had donations for the auction, they are still being accepted.

Lulu mentioned that the Minneapolis Tribune is printing articles about the dam that are very negative. Dwayne explained that it was probably spin off from a syndicated article in the Denver Post three years ago and regional. He will look into it.

Adjourn: Meeting adjourned by Randy Wolff at 6:28 p.m.

Respectfully submitted by Pat Talbott, Board Secretary

Minutes Approved: At regular monthly meeting February 21, 2007 Randy called for a motion to approve minutes from the January 10, 2007 meeting. Mary Scheel so moved with a second by Lon Mason. Motion passed unanimously.

Respectfully submitted by Pat Talbott, Board Secretary



Patricia Talbott