

**Page/Lake Powell Tourism Board
City Council Chambers
February 20, 2008**

Call to Order: Meeting called at 5:01 p.m. by Charly Moore, Board President. Present were Dan Cordsen, Board Vice President, Pat Talbott, Secretary and Museum Representative; Roy Boughton, Executive Director Page Chamber of Commerce; Jackson Bridges, Lon Mason, Scott Wiggins, Len Cook, Council Liaison; and Dwayne Cassidy, Tourism Coordinator.

Excused absences: Bonnie Brown and Joan Mayer, NPS Liaison

Also present Lee Pulaski, Lake Powell Chronicle; Freddie Hancock and Marc Chandler

Approve Minutes: Charly called for approval of minutes from the January 16, 2007 regular meeting. Motion was made by Dan Cordsen to approve the minutes with a second by Roy Boughton. No discussion. Motion passed unanimously.

Citizens:

Reports/Presentations:

Tourism Bureau Coordinator Report – Dwayne’s October report reflected that Bureau visitation in January was 116; brochures mailed 250, e-mails 326 and 3015 advertising responses. There was 2 FAM tours and 23,230 hits on the web site. He reported that Mike Leyva of the Arizona Office of Tourism is retiring. He has been a good friend of rural Arizona and had worked closely with Dwayne on behalf of Page. The AZ Drive Guide is out and we have an ad in it. We are getting thousands of inquires from the Canada insert for our brochure. Dwayne passed around various articles that resulted from the recent FAM tours. Ad values of 400,000.00 resulted from a Michael Derain article featuring Charly. Dwayne had a meeting with Cinema Group and was asked if the Bureau was interested in being in the lobby. He said no but that we would be interested in retail space...nothing concrete only proposals so far. Dwayne got the memo from the city about the budget and is working on it. He is reviewing old records and it is taking a while and will get it to us as soon as possible. Len asked what he is asking for and Dwayne responded \$380,000. Discussion followed. Dan mentioned that there is an article in National Geographic.

Finance Committee: Dwayne was sick so there were no committee meetings. Next meetings will be

Events Committee: March 10.

Marketing Committee:

Board Member Reports:

Pat reported that the Museum is now open and a collection of Claudine Morrow’s paintings is on exhibit. There will be a Bunco Party fundraiser at the Elk’s Hall March 8th. Also that Chanel 3 will be filming at the Museum for airing May 6th when they will be broadcasting live.

Roy reported that the Chamber Board of Directors will be having their retreat Feb. 21 and the office will be closed. He said that the Chamber’s finance’s is in excellent shape. The awards banquet was a successful event. They will be assisting with several events including the Bad Checks seminar.

Dwayne showed a mock up of the metal signs that we hope to have made and hung up around Page. He is doing all the preliminary work in preparation to getting approval from the City.

Financials: Dwayne passed out the financials. He reported that we are on track on our expenses.

New Business: Discussion and possible action concerning letter of support to Banjoko Wildlife Preserve – presentation by Freddie Hancock

Freddie Hancock presented a video showing photographs of the animals already here and passed out informational materials. She said they have a web site and are on youtube. She asked that the board assist her by giving a letter of support for the preserve to present to the City Council. Jackson asked about a time line and she responded that it all depends on the lease agreement and an appraisal of the land. She said her goal is to purchase the property of 185 acres. Discussion followed concerning water issues. Roy moved that the board direct the Tourism coordinator to draft a letter in support, in concept, of the wildlife preserve. Pat seconded the motion. Charly called for discussion and Roy shared his own personal experience out at the preserve. Pat said it would be an incredible shoulder season draw. Charly called for a vote and the motion passed with one abstention.

Discussion and possible action concerning letter of agreement for administrative support for Page Lake Powell Hot Air Balloon Regatta


Dwayne read the letter of agreement for administrative support not to exceed \$1000. The Balloon Regatta is applying for a 501 c6. Discussion followed. Pat made a motion that the bureau signs the agreement for administrative work for the Page Lake Powell Hot Air Balloon Regatta. Jackson seconded. Motion carried with one abstention.

Unfinished Business: None

Adjourn: Meeting adjourned by Charly Moore at 5:56 p.m.

Next Meeting: March 19, 2008

Respectfully submitted by Pat Talbott, Board Secretary

A handwritten signature in cursive script that reads "Pat Talbott". The signature is written in black ink and is positioned above a solid horizontal line that spans the width of the signature.