

**Page/Lake Powell Tourism Board
City Council Chambers
January 16, 2008**

Call to Order: Meeting called at 5:00 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, Bonnie Brown, Len Cook, Council Liaison; Joan Mayer NPS Liaison and Dwayne Cassidy, Tourism Coordinator.

Excused absences: Jackson Bridges, Scott Wiggans.

Also present Lee Pulaski, Lake Powell Chronicle; Rich Lightner and Melinda Neissess.

Approve Minutes: Charly called for approval of minutes from the December 19, 2007 regular meeting. Motion was made by Lon Mason 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 December was 92; brochures mailed 700, e-mails 158 and 1227 advertising responses. There was 1 FAM tour and 15,639 hits on the web site. He reported that visitors into the Tourism Bureau were down but that email and phone contacts were up. Advertising responses are in line with ad placements. He stated that the Grand Circle of National Parks in AZ and UT is the first destination of choice in the world for the Japanese tour market. A Japanese film crew was here before Christmas filming for a TV program like our Today show. The yen is strong and the emerging market in Japan is the Fly/Drive market. And that the Pacific Rim bus tours will also continue. Domestic market might be down because of the economy possibly heading toward a recession and that we might see a 3% to 5% increase in tax revenues as compared to higher percentages in the past. He will keep his eye on it. He will have a booth at the Indian Village Fair in Glendale for Super Bowl, attending the Arizona Rocks meeting in Winslow and the CREDA meeting here at Wahweap. Roy asked about redirecting advertising to target the southwest market. Dwayne responded that we had an intensive marketing plan targeted gateway cities this last season and that we are in a maintenance mode keeping our area in front of those people and that we are still getting excellent coverage from articles and FAM tours. The Huntley Group inquired if the Tourism Bureau would be interested in being in the new facility on Hwy. 89. Hope to have models by May of their development on the mesa. They would like to tying their marketing themes to our marketing campaign with the common one being beauty of the area and life style. Dwayne attended a meeting with MNA and that the October Fest will not happen this year due to potential conflict between different interested groups. He hopes that something will happen to get it together. Charly asked how we could get the Japanese bus tours to stay longer in Page. Dwayne said that we are making inroads in the planning of itineraries in this area but that the time issue is the key and that most of the tours are making 2 or 3 major stops in one day. Dwayne reiterated that the Japanese visitor is feeling more safe traveling here and that more will come back on their own.

Finance Committee: The committee set a goal at what the Bureau is going to request from the City and set preliminary percentages for Dwayne to build a budget around. He will have a draft budget for them at the next meeting.

Events Committee: Roy was to contact Alan Braeton about possibly having some kind of event in Page in conjunction with the Bass Tournament October 24th and 25th. He reported his conversation and discussion followed about different event possibilities i.e. boat parade, weigh in and the feasibility of it.

Marketing Committee: Dwayne displayed a sample Charly made of the metal banner piece with the Page logo that we hope to have on poles all around the city. A banner program proposal will be put before the City Council. Materials to make new holders will be donated by Page Steel. Local metal workers, the high school and the Lake Powell Art Assoc. will be contacted. The goal is to establish a sense of place/pride and kick off an art program by involving local artists in the Page area. Discussion followed.

Board Member Reports: Bonnie Brown reported that the Winter Tales series is continuing at the Navajo Village with Peter McDonald Jan 26th, Coyote stories Feb. 2nd, the emergence story on the 16th (if there has been no lightning), a code talker on March 1st and a Navajo herbalist on the 15th. All programs are in the big hogan and admission is free but donations are accepted.

Joan Mayer reported that Stan Austin is the acting superintendent. A safety poster is being developed to encompass all safety concerns and that a universal slogan is needed to be used by all agencies. Graffiti is a major concern and an information poster is in the works. NPS is considering pod casts for local businesses. Discussion about TVs followed. Rainbow Bridge turns 100 in 2010 and some kind of event will be planned in the next 2 years. The tribes involved are asking that it be low key. The possibility of an event in Page could be big. Discussion followed. The GCNRA paper's main story will be the Domingues-Escalante inscription. The road to the Waweap scenic overlook is being paved and there are plans to make the GRIT boat greener and get an artist to put a mural on it. Discussion followed.

Financials: Dwayne passed out the financials. He reported that expenses for December were down as expected.

New Business: Discussion and possible action regarding report by former Block Party Committee Rich Lightner reported that when the Block Party Committee disbanded that the treasury had \$699.61. He contacted the Chamber about it. The consensus of those involved felt that the money should go to the Balloon Regatta street vendor fair in some form. Discussion followed and everyone agreed that the purchase of a portable generator was the best use of the money.

Unfinished Business: None

Adjourn: Meeting adjourned by Charly Moore at 6:30 p.m.

Next Meeting: February 20, 2008

Respectfully submitted by Pat Talbott, Board Secretary


