

**Page/Lake Powell Tourism Board
City Council Chambers
June 18, 2008**

Call to Order: Meeting called at 5:07 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, Len Cook, Council Liaison; and Dwayne Cassidy, Tourism Coordinator.

Excused absences: Bonnie Brown, Joan Mayer

Unexcused absence: Scott Wiggans

Also present were Lee Pulaski, Lake Powell Chronicle; Merle Begay, Adena Gay.

Len suggested that Scott Wiggans absences be looked at. Discussion of by-laws as pertaining to meeting attendance followed.

Approve Minutes: Charly called for approval of minutes from the May 21, 2008 regular meeting. Motion was made by Roy Boughton to approve the minutes with a second by Jackson Bridges. No discussion. Motion passed unanimously.

Citizens: Merle Begay made a report on the Unity POW Wow event. He thanked the board for their support with the advertising funding. He brought copies of the ads that were purchased. He said they had participants that came from as far as Canada. Even though they were competing with two other pow wows going on that weekend, he estimated that there were 2,500 to 3,000 spectators a day during the two day event. He said they made some money and are already planning for next year. Discussion about the parking issues in the area followed. He asked that the board send an endorsement letter and a logo to be used in future publications.

Reports/Presentations:

Tourism Bureau Coordinator Report – Dwayne announced that some members of the board will be receiving letters notifying them that their terms of office are rolling over. There will be voting and swearing in of those that wish to continue their office at next months meeting. Dwayne's report reflected that Bureau visitation in May was 2,159; brochures mailed 0, e-mails 436 and 2010 advertising responses. There were 39,756 hits on the web site, 15,358 more then last month. The bureau hit a new record for web site hits and visitors to the visitor center with the count some days being over 140. The first week of June was dead but it has picked up since. Domestic visitation is a challenge but there was a wake board demonstration this last weekend and that helped. We are trying to create an image that Page is worth the spending of the domestic dollar. People are making shorter trips or staying at one location in stead of traveling long distances. We need to target gateway markets, 6 to 8 hours away. The Phoenix market has rediscovered us and are coming here instead of going to San Diego. Lake levels and the opening of Castle Rock Cut has helped. He said that he sees the dollar increasing in value after the election in Nov. and that we will see a decline in European travel. With the rising gas prices he sees a 3 to 5 year downtrend in tourism so we need to keep our name and image out there in the gateway market. Travel writers have become more important getting the word out about Page. The Bureau is continuing its work with the Chamber on customer service standards as well as rewarding those who come to the bureaus attention for being outstanding ambassadors of Page and the Lake Powell area. Dwayne attended the quagga mussel workshop presented by the NPS. He said if we get the mussels in Lake Powell we will lose the fishermen and affect all levels of our economy. He said the NPS is requesting that citizens write the Secretary of the Interior to spend 200,000 now to put people in the fee booths to check incoming boats. Discussion followed. He also attended the Trail meeting. Surfaces are being tested out at Horseshoe Bend and future fundraising is planned. Trail spurs that would allow hikers to access businesses and how to make it more horse friendly was also discussed. The Governors Tourism conference will be July 9 – 11 in Tucson. Anyone wanting to attend should contact Dwayne before Friday. We have all been invited to the installation of Stan Austin the new superintendent of Glen

Canyon. It will be held June 25 2 p.m. at the Lake Powell Resort. The GCNRA visitor study that was conducted last season in spring and summer is out. He has it on disc or a hard copy if we would like to see it. He also attended POW WOW in Las Vegas and ended up with 52 contacts. We have a shortage of motel rooms that are bus tour friendly. He will work with some of the motels that have not traditionally handled tours before. He has stats for taxes updated thru April. In total tax collections we are up 10.01 % over 2007 and 15.97 % over 2006. Hotel and lodging taxes based on City tax codes are down 2% to 2007 and up 19.25% to 2008. Restaurant and Bars are up 10% to 2007 and up 26.24% to 2006. This is all the result of the dollar being so low and foreign travel being so high.

Finance Committee: Finance report was not completed. Committee discussed marketing strategies.

Events Committee: A request was received from Powell Symposium. The Northern Arizona Council Of Governments had sent out a request for Page to host the NACOG Regional Tourism Meeting in November 2009. They want to have it the same weekend as the Balloon Regatta. There would not be enough hotel rooms so Dwayne will try to convince them to have it the following weekend. This years meeting is in Prescott Valley Oct. 21 -24, 2008.

Marketing Committee: Reallocating budget dollars to domestic travel was discussed. If ADOT's budget gets cut we might not get the TEAM funding. Buzz is still out there from the Chanel 3 broadcast. Dwayne is working with Chanel 3 to cover the Balloon Regatta. Print ads and slogans were discussed. The travel planner was discussed.

Board Member Reports: Pat talked about a program to eliminate the cigarette butt. The Museum is getting busy and will be open on the 4th.

Roy reported that he has been in contact with ADOT about the Hwy. 89 project through the Big Cut. They will not be working the July 4th weekend but the work will go on till Sept. Lake Powell Blvd. striping was discussed. July 4th in the park is going to be a big event. The Chamber has reduced fees for local vendors to make it easier for them to participate. Len mentioned that the City helps sponsor the fire works display. Roy said that there will be an ad in the Flagstaff paper as they have outlawed fireworks. Roy had attended the Mayor's breakfast, which the Chamber had co-sponsored, and felt it worth while. Jackson reported that there is a bi-monthly newsletter put out by Bob Hitchman that Overland Tours was recently featured in. They have had responses already and some people already signed up for future tours. Dwayne mentioned that the auditors were here and had a wonderful experience at the Blue Buddha. Dwayne asked Len about the budget and he replied that the council was on board for 300,000 with the exception of Councilman Horton. He recommended that the board call him and find out what the objections are and explain how important it is to promote Page.

Financials: May 2008 Financials and YTD Budget: Dwayne passed out the financials and YTD budget. Events YTD are 24,500. In 2007 we were at 33,740 but we have several events coming up that will bring us closer to our budgeted amount of 58,000. In marketing we are over budget in the non Team advertising because of the Lake Powell Chronicle ad. We have increased our marketing percentage. Payroll expense is up due to adding people and adding hours to cover the extended hours. There are rumors that the IRS is going to change the mileage rates and we might see some increase in that. He will be attending the Governors Convention on tourism. He has also been asked to fly on the new Horizon Airlines direct flight to L.A. out of Flagstaff.

Great Lakes will be doing direct flights to Las Vegas – McCarran Airport starting in July.

Discussion and possible action concerning FY2008-2009 Budget Request – Tabled

Dwayne will be contacting board members when the budget is approved.

New Business: None

Unfinished Business: None

Adjourn: Meeting adjourned by Charly Moore at 6:36 p.m.

Next Meeting: July 15, 2008

Respectfully submitted by Pat Talbott, Board Secretary

