

**Page/Lake Powell Tourism Board
City Council Chambers
May 21, 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, Bonnie Brown, Len Cook, Council Liaison; Joan Mayer, NPS Liaison; and Dwayne Cassidy, Tourism Coordinator.

Unexcused absence: Scott Wiggans

Also present Lee Pulaski, Lake Powell Chronicle

Approve Minutes: Because there was no quorum at the April meeting Charly called for approval of minutes from the March 19, 2008 regular meeting. Motion was made by Dan Cordsen to approve the minutes with a second by Bonnie Brown. No discussion. Motion passed unanimously.

Citizens: None

Reports/Presentations:

Tourism Bureau Coordinator Report – Dwayne’s report reflected that Bureau visitation in April was 1,371; brochures mailed 200, e-mails 587 and 2194 advertising responses. There were 24,398 hits on the web site. Dwayne stated that he didn’t have his reports for us because he was away. He was also unable to have it for the City Managers Report. The emails dropped a little as did the advertising responses. But the web site hits are still increasing. The number of visitors to the bureau has increased and Dwayne has hired additional help. Dwayne commended the Chamber for getting the word out that Chanel 3 would be broadcasting live May 6th from Antelope Point. They were pleased with the turn out and the coverage was outstanding. He has received emails from Bisbee and Camp Verde saying that our coverage was better then theirs. He said that after the show the office had been inundated by requests for information, maps and photos from the domestic market. He emphasized that they are the market we have to touch. The Sunday Arizona Republic had a lead banner about our area on the front page as well as most of the travel section. Various European outfits have been contacting us and some are coming to do articles and magazine issues on the rising water in Lake Powell. He is interested in seeing the statistics of the banner ad on the ArizonaFamily.com web site and he is tracking the click throughs. Web site hits spiked after the Arizona Republic article and the Chanel 3 program. He has had 75 people coming through on their way to POW WOW in Las Vegas. 25 were on organized AOT FAM tours, the rest were here planning their articles/tours for next year. He feels that we will see good levels of tourism from the European market but we need to work on the domestic travelers.

Finance Committee: Committees did not meet due to Dwayne being out of town.

Events Committee: Members were sent funding requests for the Gymkhana and the Regatta/Country Fest. They will be meeting Thursday to discuss them.

Marketing Committee:

Board Member Reports: Roy reported that there will be meth seminar June 3rd 5:30 p.m. at the Page Court House. Also that the Shut Up and Ride Rodeo will be this weekend.

Pat reported that the Museum is having its annual membership meeting May 30th 7 – 8:30 p.m.

Dan reported that the Cruise Lake Powell was well attended and that there were more entries then ever before. Dan said there was some hesitancy whether it would happen next year as the woman that has been organizing it is leaving.

Bonnie reported that the Navajo Village will be starting their dance program Tuesdays and Thursdays starting next week.

Joan reported that they had 900 students have programs at the Glen Canyon Dam. The park has gotten a telescope from Bryce NP. June 7th there will be a workshop at 1 p.m. at the Wahweap Ranger HQ with a program at the amphitheater at 8 p.m. It will focus on the importance of dark skies. The park will have Ranger Programs at the amphitheater all summer long. Joan will be attending a meeting in Salt Lake City to provide input for a new natural history museum. She asked for suggestions from the board.

Financials: Dwayne passed out the 2008 financials and YTD Budget. Total expense for April was 30,629.55 and we had budgeted 24,000. He reported that there were some timing issues and that some billings are coming in. Because the bureau is so busy we have two full time employees. Evie is also looking at applications for part time help. Postage went up and because of a mailing to Canada we are over budget. We are where we were last year in Hotel and Lodging tax revenues. He is concerned that the recording of taxes is not reflecting the correct revenues. Our tax revenue should be up because the hoteliers are reporting banner occupancy levels. He will be looking into it. Cost per contact is 4.95 which is well under the state average. Bonnie asked how Dwayne tracks his contacts. He elaborated on it. Pat asked in regards to the Canada mailings if we could do email for reader response. Dwayne said that when people send in a reader response card they want a piece of paper in the mail. Charly asked about the status of the travel planner. Dwayne said he has not seen the final 9 pages, but he has seen everything else and it is incredible and that we will be pleased with it.

New Business: Discussion and possible action concerning the Canyon King. Dwayne informed us that Gary Francis, the new owner of the Canyon King asked if the Tourism Bureau wanted to distribute visitor information during the Memorial Day weekend when it will be moored near the marina store. Dwayne said that we would. Discussion followed concerning the Canyon Kings future location. Discussion and possible action concerning Tournament of Champions fishing event funding request. Dwayne stated that Yamamoto Baits has signed on as a major sponsor and are devoting an entire issue of their periodical to things to do and see in Page in conjunction with the Tournament. The organizers are asking for 10,000. Dwayne's recommendation is to not fund the 10,000 but possibly 8,000. He felt that a large tournament of this sort would bring more tournaments and publicize the fact that the lake levels are coming up. They are expecting 150 teams to participate and have the weigh in and awards in front of the Dam Bar and Grill. He said that he would be tracking the spending if we vote for it. He said it is a line item in our budget but that they need the funds for expenses now. Discussion followed. Pat made a motion that the board fund the Tournament of Champions for 8,000. Jackson seconded. No discussion. Motion passed.

Unfinished Business: None

Adjourn: Meeting adjourned by Charly Moore at 6:24 p.m.

Next Meeting: June 18, 2008

Respectfully submitted by Pat Talbott, Board Secretary


