

**Page/Lake Powell Tourism Board
City Council Chambers
October 17, 2007**

Call to Order: Meeting called at 5:02 p.m. by Charly Moore, Board President. Present were Pat Talbott, Secretary and Museum Representative; Roy Boughton, Executive Director Page Chamber of Commerce; Jackson Bridges, Lon Mason, Bonnie Brown, Scott Wiggans, Len Cook, Council Liaison; and Dwayne Cassidy, Tourism Coordinator. Excused absences: Dan Cordsen
Also present Lee Pulaski, Lake Powell Chronicle; Nancy Walter, Malinda Neisess and Holly Boughton.

Approve Minutes: Charly called for approval of minutes from the September 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: Nancy Walter, Powell Museum Director gave post event reports for the Powell Symposium and the Robert Mirabal concert. Discussion followed concerning increasing attendance at events.

Malinda Neisess, Director of Promotions and Public Relations at Helping Hands gave a post event report on the Fall Festival.

Reports/Presentations:

Tourism Bureau Coordinator Report – Dwayne’s September report reflected that Bureau visitation was 1,569; brochures mailed 800, e-mails 180 and 793 advertising responses. We are still seeing gains in visitation and use of the web site. Telephone requests are slightly up but people are really using the web site for their information. Coconino County Parks and Recreation had a meeting here and some projects were identified. The Regatta planning is going well and Dwayne passed out this years pin to everyone. He will be using it as a marketing tool. Dwayne had given tickets to the BYU Dance Performance to non locals. He is using the Public Relations Round Table to get the word out about the concerts here in Page. We have paid our fee to the Indian Village during the Super Bowl and we are still anticipating partnering with the Keepers of the Rainbow at the Navajo Village in a booth. We are positioning ourselves as a gateway to the Navajo Reservation and that is how we will be presenting Page at the Indian Village. We will be partnering with Westwind at the Pow Wow conference in Las Vegas. They will pay half the fee for the booth in the amount of \$2500. Dwayne stated that there is a sign company in Kanab if anyone was asked where to go for signs.

Marketing Committee: No report

Events Committee: Applications by U.S. Anglers Choice for the Tournament of Champions were handed out to committee members.

Dwayne said the Triathlon did happen and would like to come back next year the third week in October. They had 200 participants with 400 to 600 people watching. They anticipate 500 to 700 next year.

Finance Committee: No report

Board Member Reports:

Pat announced that Nancy Walter had given her two week notice and was quitting the Museum. And that the Museum will be holding its annual fundraiser dinner/auction at the Lake Powell Resort Rainbow Room December 1st.

Lon commented on the lack of advertising about the Triathlon. Dwayne stated that they couldn’t get their permit from the Park Service in a timely fashion to get advertising out except on their web site.

Discussion followed concerning getting information to the public about events. Roy said that Dwayne was a good representative for Page at a city meeting. Charly said that there were mileage discrepancies in several publications.

Financials: Dwayne passed out the financial report. He went over the report briefly and explained certain areas. We are still on track. Operating expenses were up because we prepaid Arizona Rocks \$6000 and a computer and ad program was purchased. Dwayne used it to create a banner recently. Office supplies were higher because Dwayne had to buy four toner cartridges at \$300.00 a piece. Through August 2007 restaurant and bar tax is up 8.61% and hotel and other lodging up 1.4% compared to the rest of the state average which is down 1.6%.

New Business:

Discussion and possible action regarding recommendation to move November 21, 2007 meeting to another date and time due to Holiday conflicts. Dwayne requested that the meeting be moved. Lon motioned that the meeting be moved to Wednesday, November 14. Bonnie seconded. Motioned carried.

Unfinished Business:

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

Adjourn: Meeting adjourned by Charly Moore at 6:23 p.m.

Respectfully submitted by Pat Talbott, Board Secretary



Patricia Talbott