

**Page/Lake Powell Tourism Board
City Council Chambers
December 20, 2006**

Call to Order: Meeting called at 5:05 p.m. by Randy Wolff, Board President. Present were Charly Moore; David Chuckluck, Executive Director, Page/Lake Powell Chamber of Commerce; Jackson Bridges; Nancy Walter, Executive Director, Powell Museum; Mary Scheel, Chamber Representative; Pat Talbott, Museum Representative; Len Cook, City Council Liaison; and Dwayne Cassidy, Tourism Bureau Coordinator. Excused absence: Lulu Cannon. Also present Elmer Horton, City Councilman, Lee Pulaski, Lake Powell Chronicle.

Approve Minutes: Randy called for approval of minutes from the November 15, 2006 meeting. Motion by Charly Moore, second by Jackson Bridges to approve regular meeting minutes. Motion passed unanimously.

Citizens: None

Reports/Presentations:

Chamber – November 2006 Activity Report: David reported 24 relocation guide requests and visitation of 16. Mixer and Balloon Regatta reception was held at the Best Western Arizona Inn with 150 attendees. Membership renewals 6 with 1 new membership Page Overhead Door and Gates, owner Larry Butts. Web site averaging 222 visitors per day with 6,902 for the month. David announced that there were 7 candidates for the Chamber Board and new members are Derrick Boyce, Vance Swartz, Cecilia Cobb, and Scott Wiggins. He also announced that the 48th Annual Awards Banquet, will be held January 20th at the Courtyard by Marriott. Reception to begin at 6 p.m. with dinner at 7 p.m.

Museum – November 2006 Activity Report: Nancy reported that visitation was up 1.68% from Nov. 2005. On Nov. 3 a tour bus from New Mexico visited with 29 participants. The Museum hosted an evening reception during the Balloon Regatta evening glow with 42 people attending. The Museum also hosted a free admission day on November 22 with 47 people attending. During November there were 92 phone calls, 54 emails answered and 4 information packets mailed. Preparation for the annual auction was on going.

Tourism Bureau Coordinator Report - Dwayne reported that visitation was down from last month with 263 visitors for November. E-mails were up for a total of 124, as were advertising responses at 3,268. Twenty-five people signed the register with 9 states and 5 foreign countries represented with an average stay of 7.16 days in Arizona. He announced that a photographer and the editor-in-chief of Reiseplaner (a German publication) will be visiting Jan. 6th and 7th. He has already booked them for Antelope Canyon and Randy Wolff will be getting them rooms at the Quality Inn. He updated on the advertising value of the Society of American Travel Writers with a publication of 1,977,899 and a media value of \$274,096. He reported on the Balloon Fiesta in Albuquerque with 810,930 visitors, 820 balloons, 41 states, and 19 countries represented. The media value of exposure will be available next month. He passed out a webzine that was a result from the last Arizona Rocks FAM tour in Sept./Oct. It was written by a woman named Brokaw and is geared toward women in the Southern California and Seattle areas. There is a possibility that the article will be in a Sunday magazine in those cities. Also from that FAM tour came an article in Inside-Outside magazine that was all about Page. The Bureau will also be listed in the Arizona Boating and Water Sports directory under tourism information. He showed the ad that will be in Native Peoples magazine. He also reported that there will be a article and a ½ page ad in the Arizona issue of Great Lakes Airline's in flight magazine Peaks and Plains. It will run Jan. through April with a multi page city feature to come in a future issue. Dwayne will be attending the Climate and Tourism Workshop in Boulder, CO

Jan. 23rd and 24th. He announced that the National Park Service is developing a comprehensive interpretive plan for Glen Canyon. It will describe the parks interpretation and education program for the next 5 years and its long range program. A work shop will be held Jan. 23rd and 24th. A board member is invited and Dwayne suggested that Pat might be interested. Pat said she can attend. Dwayne will notify Max King. Len asked for Max King's number to get in touch concerning interpretation in the park. Also CREDA, the Canyon Region Economic Development Alliance, will be having a strategic planning meeting in Kanab Jan. 11th and 12th. A 3 year plan to work with Utah and the U.S. Dept. of Commerce is the goal. Len Cook and board members have been invited. Dwayne met with Sue Shinneman and discussed a tourism info column to run weekly on the same page. It will start in Feb.

Text, contact information, photos and a calendar of current events will be placed on page 3. Discussion followed about placement of event calendars in businesses, hotels and restaurants. Dwayne and Randy attended the Grand Circle Assoc. meeting in Moab Dec. 2. Randy was elected to the Board and Dwayne was retained as the secretary/treasurer.

Randy lauded Nancy, David and Dwayne for their radio spots and the information they give out.

Marketing Committee: Pat passed out the Marketing Committee report. Committee met Dec. 11 to discuss and choose non TEAM funded advertising. Dwayne provided example magazines and demographics and circulation of each was discussed. Magazines chosen for possible ads were Northern AZ Relocation Guide, Great Lakes Mountains and Plateaus, Grand Circle Travel Planner, Lake Life, 99 Things to do in Northern AZ, Desert Living, Experience Southern Utah, Outdoor Utah, Arizona Boating & Water Sports. A visual media ad with Helping Hands Express was also picked. A possible Super Bowl 2008 ad was also discussed. Shows to be attended included the Albuquerque Balloon Fiesta, AZ Outdoor and RV Show, AZ Governor's Conference, Las Vegas Travel Expo, So. Calif. Travel Expo, Utah RV and Outdoor Show, Utah Governor's Conference, Go West and the POW WOW travel show in Las Vegas. Flags and banners were discussed and a hard count of existing banners will be done in January. Prices and availability will be discussed with Pat Crawford. Dwayne will be joining the Arizona Watchable Wildlife Assoc. to network events happening in our area. TEAM information will be available in Feb.

Events Committee: The committee discussed the steel building, parking lots, off road events and Whiplash Sports. Dwayne stated that there will be a presentation on the new wild life sanctuary at the next board meeting. They also discussed the possibility of hiring, for the 2007-2008 fiscal year, a grant researcher/writer to find money for the enclosed venue and other projects. Committee asked that it be included in the budget. The board discussed the position and responsibilities. The necessity to inform the public of available funds, the parameters of obtaining them and winter activities was discussed.

Finance Committee: Details of the monthly report were discussed and Dwayne was asked to make a few changes which he did.

Board Member Reports:

Mary stated that she thinks the column in the Chronicle will be of great benefit to get the word out about funding events and upcoming events. And that it will benefit local businesses as well.

Randy asked Dwayne to talk to the Chronicle about an article letting everyone know about the column.

Dwayne said he will make an appointment for outside the meeting as Lee was sitting in the room.

Discussion of Page's tourism needs and minimum wage issues followed.

Financial: Dwayne passed out the financials. No discussion but he did clarify statements he had made on the radio concerning sales tax statistics he quoted. He said restaurants and retail sales tax revenues were up. Discussion of the effects of multiple night stays and retail sales followed. Len stated that the value of grant monies collected for the city in 2005 was 5.6 million. The city spent 43 million so grant monies are very important to the budget.

Dwayne passed out the preliminary Fiscal Year 2007 Budget. The deadline to have it to the city is the end of January. Committees will meet on the 28th to discuss the budget and finalize it. Priority lists need to be to Dwayne before the 28th. Len asked for clarification of certain items and amounts. Discussion of various city events followed.

New Business:

Discussion and possible action regarding invoice to City of Page for the 3rd quarter (Jan, Feb, Mar) allocation. Randy asked for a motion to approve the invoice for 57,500. Charly motioned to approve and Lon seconded. Motion passed unanimously.

Discussion and possible action regarding scope of work and letter of agreement with JAMAX for creation of the Page Travel Planner. Dwayne stated that JAMAX would like more time for development and at a cost of \$18,000. A second bid was submitted but not as all inclusive as the other. Discussion of format, maps, itinerary's, number of pages, cost per piece and time needed to complete the project followed. Jackson motioned that Dwayne pursue the revised/long term proposal and use his judgement beyond that if there is something else. Pat seconded. Motion passed with four for the motion and two opposed.

Unfinished Business:

Discussion and possible action regarding creation of committee to plan and perform annual performance review of Tourism Coordinator, Dwayne Cassidy. Randy, Charly, Mary and Pat will meet at the Quality Inn Jan. 2 at 8a.m.

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

Discussion and possible action by the board concerning future status as a recognized 501c 3 organization, or other possibilities and options. Len talked to Bo and he has no problem with Dwayne working for the City. No further action...tabled.

Discussion and possible action by the board, concerning the proposed visitor center/welcome center/rest area. A plan packet was made available for the board to look at and sign off on. Tabled.

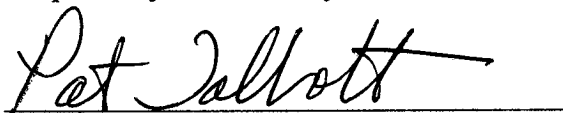
Discussion and possible action by the board concerning job descriptions for Tourism Bureau staff. Tabled.

Adjourn: Meeting adjourned by Randy Wolff at 7:35 p.m.

Respectfully submitted by Pat Talbott, Board Secretary

Minutes Approved: At the regular monthly meeting January 10, 2007 Randy called for a motion to approve the minutes of December's meeting. Charly motioned to approve the minutes as corrected and Mary seconded. Motion passed unanimously.

Respectfully submitted by Pat Talbott, Board Secretary



A handwritten signature in cursive script, reading "Pat Talbott", is written over a horizontal line.