

**COMMUNITY DEVELOPMENT ADVISORY BOARD
MEETING MINUTES
May 24, 2016**

The regular meeting of the Page Community Development Advisory Board was held at 5:00 p.m. on May 24, 2016, in the Council Chambers at the City Hall in Page, Arizona. Chair Ryan Zimmer presided. Members Lee Ann Warner, Bubba Ketchersid, Dennis Hinchey and Richard Buck were present. Gay Ann Ward was excused. Council Liaison Mike Bryan was present.

Community Director Kimberly Johnson, Planning and Zoning Director Robin Crowther.

Chair Ryan Zimmer called the meeting to order at 5:00 p.m.

HEAR FROM THE CITIZENS

None.

MINUTES

Special Community Development Advisory Board Meeting – April 26, 2016

Motion made by Ryan Zimmer to approve the minutes. The motion was duly seconded by Bubba Ketchersid and passed upon a unanimous vote.

PRESENTATIONS

- A. Sales Tax Report-Board Member Hinchey

Dennis Hinchey presented the sales tax report.

OLD BUSINESS

None.

NEW BUSINESS

- A. Discussion and Possible Action-Arizona Office of Tourism Marketing Cooperative.

Community Development Director Kim Johnson stated that staff has a webinar the next day with AOT. In the past the City spent 30,000 on advertising with them and receives 60,000 worth of advertising which is a great deal. Dennis Hinchey recommended looking at different option to diversify the advertising.

The consensus of the Community Development Board was to match last year on advertising funds spent with AOT and have staff and board member Lee Ann Warner decided on specific choices.

- B. Discussion and Possible Action-The Chamber Page Lake Powell 2017 Service Agreement.

The Chamber of Commerce handed out two proposals, one that included expanded services to include event solicitation and planning and an expanded Chamber web site with a budget of \$79,900 and one to keep service and funding at the same level as 2016.

Dennis Hinchey agreed that the Chamber shares the same vision as the Community Development Board. Scott Seyler stated that the Chamber has a direct connection to local businesses which helps to promote one another within Page.

Mike Bryan stated that the Chamber said 2 years ago that it would be self sufficient in 2 years and this amount of money would be a hard sale to City Council for the value. He

also stated that Economic Development is where the Council wants to spend money and not tourism.

Community Development Director Kim Johnson expressed concern that the expanded proposal would have minimal impact on reducing the workload of any current positions at City Hall, but would increase the budget by nearly \$65,000.

The Board took no action on this item.

C. Discussion and Possible Action-City Manager Fund 42 Proposal.

Community Development Director Kim Johnson stated that the City Manager would like to change where the money for Fund 42 is within the budget. Fund 42 would be put into the General Fund so that it can be used for tourism and community development to accomplish City Council priorities.

Bubba Ketchersid asked if there was a legal document that details what Fund 42 should be spent on? Kim Johnson said yes and the City Council would have to adopt a new ordinance to change it. Chair Ryan Zimmer is concerned that once Fund 42 would be moved then future staff and board will forget about promoting tourism with the funds that were once allocated for it.

Dennis Hinchey stated that tourism money generates the funds for development.

Councilman Mike Bryan asked if it is more important to advertise in a foreign country or beautify Page.

Mayor Bill Diak stated that we need to promote Page and have tourism and economic development go hand in hand. He doesn't think present management supports tourism.

Motion made by Chair Ryan Zimmer to maintain Fund 42 in the current capacity. The motion was duly seconded by Bubba Ketchersid and passed upon a unanimous vote.

ADJOURN

Motion made by Bubba Ketchersid to adjourn the meeting at 6:10 p.m. The motion was duly seconded by Lee Ann Warner and passed upon a unanimous vote.



Kimberly Johnson
Community Development Director



Ryan Zimmer
Chairman