

**COMMUNITY DEVELOPMENT ADVISORY BOARD
MEETING MINUTES
OCTOBER 27, 2015**

The regular meeting of the Page Community Development Advisory Board was held at 5:40 p.m. on October 27, 2015, in the Council Chambers at the City Hall in Page, Arizona. Vice Chair Lee Ann Warner presided. Members Dennis Hinchey, Bubba Kitchersid, Korey Seyler were present. Member Richard Buck attended via telephone. Community Director Kimberly Johnson and Tourism Director Lee McMichael were present and City Council liaison Mike Bryan was absent as were Chairman Ryan Zimmer and Gay Ann Ward.

Vice Chair Warner called the meeting to order.

HEAR FROM THE CITIZENS

No citizens addressed the Board.

MINUTES

Regular Community Development Advisory Board Meeting – September 22, 2015

Motion made by Member Ketchersid to approve and duly seconded by Member Hinchey and unanimously passed upon a vote.

REPORTS/PRESENTATIONS

Powell Museum Director – Billie Wright

Director Wright gave a third quarter visitation report.

Tourism Director Report – Lee McMichael

Director McMichael gave a monthly report and financials.

In consideration of other presenter's time, Director McMichael requested to start with New Business and the board agreed.

NEW BUSINESS

Discussion and possible action concerning Lake Powell Concert Association Funding Request

Bryan Boston, President of the Lake Powell Concert Association, presented a request for funding of \$4000 for the 2015-16 season. He discussed the cost for bringing in artists ranges between \$20,000 - \$25,000 annually. He mentioned a new website for the organization has been developed to help with publicity. Motion was made by Member Ketchersid to recommend to City Council to approve the request for \$4000 funding for the Lake Powell Concert Association. The motion was seconded by Member Seyler and it was unanimously passed upon a vote.

Discussion and possible action concerning the Rim Trail Sub-Committee Recommendation

Brian Casey, Chairman of the Rim Trail Sub-Committee, presented their requests on signage for the trail. There was discussion. Motion was made by Vice Chair Warner to recommend to City Council to approve the recommendation by the Rim Trail Sub-Committee. Member Ketchersid seconded the motion and it was unanimously passed upon a vote.

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Discussion and possible action concerning Mike's Road Trip Proposal

Mike Shubic, of Mike's Road Trip, presented via phone his proposal to produce a video of the Page area for his various outlets. There was much discussion after the phone call ended. Member Ketchersid made the motion not to accept his proposal but to offer Mr. Shubic a Familiarization Tour, not to exceed \$150.00, of the Page area. The concept is to have most of the FAM Tour comped in exchange for publicity of the area through Mr. Shubic's blog and website. The motion was seconded by Member Ketchersid and passed unanimously upon a vote.

UNFINISHED BUSINESS

Promotions and Events Funding Guidelines and Application

There was continued discussion on this item from the previous month. Community Development Director Johnson read through a possible list of discussion points for a joint workshop between City Council and the Community Development Advisory Board which has yet to be scheduled. The board discussed these points and was satisfied with the direction of this item. Director Johnson will seek a time for the workshop to occur and report back at the next meeting.

Timeline for Update of the 2015-2016 Marketing Plan

There was continued discussion on this item from the previous month. Director McMichael discussed various cities' marketing plan and how Page needs to define its tourism product and produce a document based on that. It was discussed to have a specific workshop concerning this item in November. Date possibilities would be made available to the board when the workshop could occur.

Sounds of Summer

The Board continued the discussion on this item from the previous month. There was discussion on the location and frequency for this event. The board decided to keep this topic on future agendas for discussion.

Balloon Regatta and Chamber Regatta Vendor Fair Marketing Update

An updated marketing cost spread sheet was presented to the board. It included the cost of insurance for the event. Director McMichael asked if the monies allotted for Facebook ads could be reallocated to hire a still photographer for the event due to issues resulting from ad creation. The Board agreed to this request.

NEW BUSINESS

Discussion and possible action Board Member Request to Represent CDAB

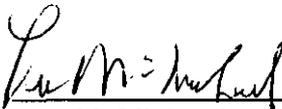
Member Seyler requested that he be appointed to attend The Chamber Page Lake Powell board meeting as a representative of the Community Development Advisory Board. He also requested that he be approved to serve on the Rim Trail Sub-

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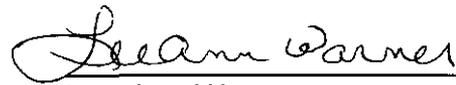
Committee, which is made up of three Parks Advisory Board members, one Community Development Advisory Board member and a City Councilman. The motion was made by Vice Chair Warner to approve both requests. Member Ketchersid seconded both and they were unanimously approved upon a vote.

ADJOURN

The meeting was adjourned at 8:20p.m.



Lee McMichael
Tourism Director



Lee Ann Warner
Vice-Chairman