

**TOURISM BOARD
REGULAR MEETING MINUTES
DECEMBER 15, 2014**

A Regular Meeting of the Page Tourism Board was held at 5:30 p.m. on December 15, 2014, in the Council Chambers at the City Hall in Page, Arizona. Chairman Ryan Zimmer presided. Vice Chair Lee Ann Warner, Members Dennis Hinchey, Bubba Ketchersid, Richard Buck and Morningstar Wilson were present. Tourism Director Lee McMichael was in attendance. Member Gay Ann Ward was excused and City Council liaison Mike Bryan was present.

Chairman Zimmer called the meeting to order.

HEAR FROM THE CITIZENS

No citizens addressed the Tourism Board.

MINUTES

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Motion made by Chair Zimmer to approve the minutes. The motion was duly seconded by member Wilson and passed upon a vote.

REPORTS/PRESENTATIONS

City Manager's Report – Crystal Prentice

City Manager Crystal Prentice discussed the recent reallocation of Fund 42.

There was discussion.

City Council - Mike Bryan

No report.

Tourism Director Report – Lee McMichael

Director McMichael gave a report from October and November.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Discussion and possible action by the Board pertaining to Rock & Reel Film Festival

Chair Zimmer introduced the concept of the event.

There was discussion.

The Board discussed the economic feasibility of creating this event and the Tourism Board's participation in the formation of the event. They also discussed the possibility of postponing the event for a year.

There was lengthy discussion.

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Motion made by Chair Zimmer to table this item. The motion failed due to lack of a motion to second.

It was the consensus of the Board to schedule a workshop to further discuss this event.

Discussion and possible action by the board pertaining to the Tourism Grant Application
Director McMichael introduced the topic by reading from the November 5, 2014 City Council Meeting Minutes that gave direction for a new application form that would be approved by the City Council.

There was discussion.

Audience and board comments ranged from the percentage of in-town versus out-of-town advertising, using in-kind methods to assist those requesting funds, including more than only non-profit groups, specific guidelines for granting, the purpose of these funds for tourism purposes, the current reallocation of the tourism budget, the possibility of several forms, to a community development version of the form.

Director McMichael offered to send various forms from other entities he had researched to the Board, and asked for the Members to provide comments on the rough draft along with the current form.

It was the consensus of the Board to have a workshop to further discuss this item.

ADJOURN

The meeting was adjourned at 6:51 p.m.



Lee McMichael
Tourism Director



Ryan Zimmer
Chairman