

**COMMUNITY DEVELOPMENT ADVISORY BOARD
MEETING MINUTES
July 26, 2016**

The regular meeting of the Page Community Development Advisory Board was held at 5:30 p.m. on July 26, 2016, in the Council Chambers at the City Hall in Page, Arizona. Acting Chair Dennis Hinchey presided. Members Bubba Ketchersid, Richard Buck, Scott Seyler, and Doug Boston were present. Chair Ryan Zimmer and Vice Chair Lee Ann Warner were excused. Council Liaison Mike Bryan was present.

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

Acting Chair Dennis Hinchey called the meeting to order at 5:30 p.m.

HEAR FROM THE CITIZENS

None.

MINUTES

Regular Meeting-June 26, 2016

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

Special Meeting July 14, 2016

Motion made by Dennis Hinchey to approve the minutes. The motion was duly seconded by Richard Buck and passed upon a unanimous vote.

PRESENTATIONS

Sales Tax Report-Board Member Hinchey

Dennis Hinchey presented the sales tax report.

OLD BUSINESS

A. Discussion and Possible Action-Offer of Free Band Performance

Community Development Director Kim Johnson stated that the City Manager has been approached by Changing Lanes Band who would like to perform for free at the City's amphitheater on September 16, including shooting video. The City would have to cover all production expenses, including stage sound and lighting, and all other event related expenses and equipment.

Some of the board members agreed that this is a good opportunity to showcase the amphitheater. City Councilor Mike Bryan thinks this is a great and unique opportunity that should be considered as it would be a learning experience for the future of using the amphitheater and what all is involved. He also recognizes there is a tight timeline to pull it together. Board member Richard Buck thinks that it would be too great of an expense for a one-time event.

Motion made by Bubba Ketchersid to recommend to City Council \$15,000 as a marketing and learning expense. The motion was duly seconded by Scott Seyler and passed upon a 3-2 vote with Bubba Ketchersid, Doug Boston, Scott Seyler voting in favor with Richard Buck and Dennis Hinchey voting against.

B. Discussion-Revised Job Description-Economic Development Coordinator

Community Development Director Kim Johnson presented the revised job description for the Economic Development Coordinator.

There was discussion but this was informational only and no formal motion was needed.

C. Discussion and Possible Action-Event Assistance Program

Community Development Director Kim Johnson presented 2 documents for the boards consideration based on discussion from the April worksession with the City Council. Kim Johnson is researching insurance program and fees. Kim stated, the places we already have a service contract with are not included under qualifying events.

Bubba Ketchersid would like to see the minimum time frame for submittal to be 3 months in advance on the document.

Motion made by Bubba Ketchersid to recommend forwarding to Council these 2 documents based on changes before submitting. The motion was duly seconded by Richard Buck and passed upon a unanimous vote.

NEW BUSINESS

A. Discussion and Possible Action-Balloon Regatta and Vendor Fair
1. Marketing Plan

Community Development Director Kim Johnson stated that the Balloon Regatta subcommittee had a meeting and discussed co-marketing, previous years marketing strategies and recommendations. She stated that \$9,000 is the amount allocated for this years' Balloon Regatta marketing presenting a breakdown of the proposed marketing.

After discussion the board agreed that Las Vegas ad should only be ran once and not twice and the money saved could possible go towards social networking ads. The artwork should be consistent in all marketing. Scott Seyler suggested that the 15 weather tags would be better if that money went to more 30's for local radio.

There was discussion on how to know what marketing is reaching people. Dee Dee Sadler said she could ask people as she is already out talking to everyone. Scott Seyler said their booth could ask people.

Motion made by Scott Seyler to accept this marketing schedule with changes as discussed. The motion was duly seconded by Bubba Ketchersid and passed upon a unanimous vote.

2. Insurance

This was discussed and part of other recommendations.

3. Vendor Fair Expansion

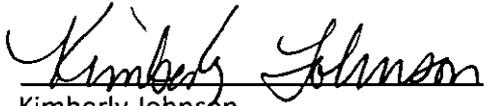
Community Development Director Kim Johnson state that the Chamber would like to expand the footprint of the Vendor Fair and make it a 2 day event. Kim Johnson has a map showing proposed locations of vendors.

Doug Boston inquired about the parking situation for a 2 day event. Richard Buck asked about legal issues of using the hospital vacant lot for parking. Scott Seyler suggest the vendors should be closer to the street to not adversely affect the retail businesses.

Dennis Hinchey made a motion to accept the proposal for a 2 day Vendor Fair and expand the number of vendor to be around the outer perimeter of Page Plaza, closer to North Navajo. The motion was duly seconded by Richard Buck and passed upon a unanimous vote.

ADJOURN

Motion made by Richard Buck to adjourn the meeting at 7:45 p.m. The motion was duly seconded by Bubba Ketchersid and passed upon a unanimous vote.



Kimberly Johnson
Community Development Director



Dennis Hinchey
Acting Chair