

**PAGE CITY COUNCIL/COMMUNITY DEVELOPMENT ADVISORY BOARD  
JOINT WORK SESSION MEETING MINUTES  
JUNE 28, 2016**

A Work Session Meeting of the Page City Council was held at 5:30 p.m. on June 28, 2016, in the Council Chambers at City Hall in Page, Arizona. Mayor Bill Diak presided. Councilors Scott Sadler (arrived at 6:16), Levi Tappan, Korey Seyler, and Dennis Warner were present. Vice Mayor John Kocjan, and Councilor Mike Bryan were excused.

Mayor Diak called the meeting to order.

Community Advisory Board Chair Ryan Zimmer called the meeting to order. Vice Chair Lee Ann Warner, Members Dennis Hinchey, Gay Ann Ward, Richard Buck, and Bubba Ketchersid were present.

Staff members present: City Manager, J. Crystal Dyches; Community Development Director, Kim Johnson, Planning and Zoning Administrator, Robin Crowther; and City Clerk, Kim Larson.

**Discussion by the City Council and Community Development Advisory Board pertaining to Economic Development, Tourism Priorities, Staffing, and Funding**

Mayor Diak began the meeting by stating that City Council wanted to meet with the Community Development Advisory Board (CDAB) to discuss any concerns that the Board may have.

He stated that Council was aware of the Board's concern regarding transferring Fund 42 to a different part of the budget. He clarified that the funds are still in the budget and are Tourism Funds.

City Manager Crystal Dyches, stated that Staff made a recommendation to the CDAB to eliminate Fund 42 and move it as a Department under the General Fund Budget. The CDAB made a recommendation not to move the funds. The Board's recommendation was shared with City Council. There was a consensus among City Council to schedule a Joint Work Session with the CDAB. Note: The changes were not made to the budget and the funds remain in Fund 42. At the June 22, 2016 Regular City Council Meeting, City Council adopted the Preliminary Budget with the Board's recommendation.

Councilor Warner stated that Council's priorities are to put more emphasis on economic development by stabilizing some of the City's infrastructure, cleaning up downtown and community projects. The transfer of funds was to simplify not only the budget process but the accounting process.

Mayor Diak asked how much was in the CDAB Budget.

Councilor Warner stated that there was \$996,000.00, and approximately one-half of that will be transferred to capital projects.

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There was discussion pertaining to FY 2016-2017, and previous budgets.

Councilor Warner stated that the budget has gone up this year because more funds are being put into community programs to enhance the visitor experience and the quality of life.

Mayor Diak stated that the Board's focus has been Tourism, and the Board has now been tasked with Economic Development and Tourism.

Councilor Warner explained that the change in direction was from the City Council's Strategic Priorities over the last few years. The highest priority that Council has identified is the lack of Economic Development in terms of visitor services, amenities, and community enhancement. The City needs to focus on making the community a better place for people to live and visit.

Member Dennis Hinchey stated that the Board does not set the agenda to get things done, that the Board is strictly an Advisory Board. How does the Board get beyond that to accomplish things?

The discussion moved to the job description for the Economic Development and Tourism Coordinator position. It was agreed that it was a very difficult job to fill.

Member Dennis Hinchey suggested, instead of trying to hire a multi-director to work as a supervisor under a director, that the City creates two or three smaller paying jobs; online data coordinator, promotion supervisor, or event coordinator, and pay them less money, and the City would have to pay less, than for one director.

City Manager Crystal Dyches stated that what he was not considering was the cost of the benefits for the individuals.

Community Development Director Kim Johnson stated that she agreed that the job description was an ambitious job description. She stated that she has concerns when discussing low-level employees, because she needs professional staff. The City needs someone that can do Economic Development, someone with grant experience, and experience going out and recruiting businesses to fit our market and things the City needs.

There was further discussion regarding the position and how the job description should read.

There was discussion pertaining to the community needs and providing services for the tourists that are already here.

Member Lee Ann Warner stated that capital improvement to the City is not only for the Tourists, but for the citizens of the City of Page. She asked what direction Council wanted from the Board.

Member Dennis Hinchey stated that they needed an Economic Development Plan with a chapter in it for Tourism. Mr. Hinchey asked if the Board should start sending Council proposals.

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Mayor Diak asked Chair Ryan Zimmer if they put together agenda items with suggestions from the Board.

Chair Zimmer stated that once the Board stopped doing Funding Request, it went straight to Staff.

Mayor Diak stated that if Council was going to use the Boards expertise, they needed to ask for it.

Community Development Director Kim Johnson shared the projects that the Board has been working on: Five-year and One-year Marketing Plan, Event Policy, and the Office of Tourism Marketing Coop.

There was discussion that the CDAB did not have Staff to initiate and move projects forward, and discussion continued that the department was only a Staff of three and the majority of the strategic priorities fall into this department.

There was discussion regarding Block 17, that there has not been a facelift on any of the buildings for many years, with the exception of a couple of businesses.

There was discussion pertaining to a need for incentives for new affordable housing, and low income housing to be able to attract new businesses in this area, and being able to accommodate tourists.

There was further discussion pertaining to the job description.

Community Development Director Kim Johnson stated that the City needed someone to come in and set up an Economic Development Program for the City. The City does not have an Economic Development Program or Grant Program. She stated that there was grant money available, and gave examples of some of the grants that are available for rural communities.

Mayor Diak stated the City has expertise in Tourism, referring to the CDAB, and needed to concentrate on Economic Development. The City needs to fill the Economic Development position and then see where the City goes with Tourism. He stated that he also wanted to protect all of the advancements that the City has made in Tourism over the last four years, since 2012.

There was discussion pertaining to keeping a balance between Economic Development and Tourism, and that the City needed to focus on Economic Development and continue marketing.

Vice Chair Lee Ann Warner stated that she would like to see the Tourism Funds go toward things that the Tourists can use while in Page, such as better signage, better maps, and better trails versus advertising. She made reference to businesses in town that already advertise.

There was further discussion pertaining to the job description.

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There was discussion pertaining to the housing market.

There was discussion pertaining to the Board bringing ideas to City Council.

Mayor Diak clarified that the Board was alright with the money in the budget, and that the City needed to hire an Economic Development Director, and have the position include Tourism. He then asked if any of the Board Members were interested in helping with some of the events that were forthcoming.

Member Richard Buck, stated he appreciates Council's support, and then stated that the Board should be making recommendations to Council for things that the Board feels are important. The Board has good ideas about Tourism and Economic Development.

There was discussion.

Vice Chair Lee Ann Warner made the suggestion to have more joint meetings, possibly quarterly with City Council.

City Manager Crystal Dyches stated that Community Director Kim Johnson will work on revising the Economic Development Coordinator position

The meeting was adjourned at 6:34 p.m.

  
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Kim Larson  
City Clerk

  
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~~William R. Diak~~ **JOHN KOCHAN**  
VICE Mayor

**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Council Work Session Meeting, held on the 28th day of June, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 13th day of July, 2016

  
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Kim Larson, City Clerk