



Economic Development Advisory Board Regular Meeting

City Hall, 697 Vista Ave, Page AZ
March 23, 2026 at 5:30 PM

NOTICE OF PUBLIC MEETING AND AGENDA

Pursuant to Arizona Revised Statutes § 38-431.02, notice is hereby given to the members of the City of Page Economic Development Advisory Board and the general public that the Page Economic Development Advisory Board will hold a meeting open to the public in Page City Hall located at 697 Vista Avenue, Page, Arizona.

Members of the Economic Development Advisory Board will attend either in person or virtually.

1. Call to Order

2. Roll Call

Erik Stanfield,-Chair
Kay Leum
Vacant
Brigham Adams
Dawnell Robertson

Vicki Alexander
Arden Redshirt-Vice Chair
Amanda Hammond, Council
Liaison

3. Minutes

- A. Discussion and possible action pertaining to minutes from the Economic Development Advisory Board meeting on February 23, 2026.

4. Hear from the Citizens

The public is invited to speak on any item or area of concern. Items presented during the Citizens portion which are not on the agenda, cannot be acted upon by the Economic Development Advisory Board. Individual members are prohibited by the Open Meeting Law from discussing or considering the item among themselves unless the item is officially on an agenda.

5. Communications

- A. Discussion only pertaining to an update provided by Economic Development Advisory Board members. (Informational)
- B. Discussion only pertaining to an update provided by Debbie Moses, Executive Director of Glen Canyon Conservancy. (Informational)
- C. Discussion only pertaining to an update provided by Judy Franz, Executive Director of the Page-Lake Powell Chamber of Commerce. (Informational)

6. Staff Reports

- A. Discussion only pertaining to an update provided by Jackelyne Aguirre, Marketing Coordinator for the City of Page. (Informational)
- B. Discussion only pertaining to an update provided by Sylvia Shaffer, Planning and Zoning Director for the City of Page. (Informational)
- C. Discussion only pertaining to an update provided by Adam Geller, Public Information Officer for the City of Page. (Informational)
- D. Discussion and possible action pertaining to a presentation from the developers of Tan Arena regarding a potential land sale associated with a future luxury resort development.
- E. Update on the Downtown Beautification Project, including upcoming site visits from Norris Design Group. Presentation by Sylvia Shaffer. (Information only)

- F. Discussion and possible action pertaining to creating a letter of support for an updated tourism study to be conducted by ASU or NAU students. Presentation by Adam Geller.
- G. Discussion and possible action pertaining to a proposed workforce housing project in partnership with Genera, Coconino Community College, and the City of Page, following a staff update.

7. Adjourn

FOR YOUR INFORMATION

Next Regular Meeting Monday, April 27, 2026 at 5:30 p.m.

Persons with disabilities should call the City of Page at 928-645-8861 for program and services information and accessibility.

If you would like to receive City Council and Board agenda notifications via email, please visit our public portal and sign-in or create an account to subscribe: <https://pageaz.portal.civicclerk.com/>.

DISCLAIMER: Agenda Items may be taken out of order. This agenda may be subject to change up to 24 hours prior to the meeting. Please see the local crier boards or our website at cityofpage.org for the current agenda.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the attached notice was duly posted at the following places: City Hall Bulletin Board located at 697 Vista Avenue, Page, Arizona; Justice Building Bulletin Board located at 547 Vista Avenue, Page, Arizona; U. S. Post Office Lobby located at 44 Sixth Avenue, Page, Arizona, on the ____ day of _____, 20__, at _____ a.m./p.m.

CITY OF PAGE



**Economic Development Advisory Board
Regular Meeting Minutes
February 23, 2026**

A Regular Meeting of the Economic Development Advisory Board was held at 5:30 p.m. on February 23, 2026, in the Council Chambers at Page City Hall. Vice Chair Arden Redshirt presided. Erik Stanfield (Zoom), Kay Leum, Vicki Alexander, and Dawnell Robertson were present. Codrin Bogdan and Brigham Adams were absent.

Jackelyne Aguirre, Marketing Coordinator; Adam Geller, Public Information Officer; Sylvia Shaffer, Planning & Zoning Director; Cindy Scott, City Clerk; Cassie Scott, Deputy City Clerk; and Josh Smith, City Attorney; were present.

Redshirt called the meeting to order at 5:30 p.m.

MINUTES

Motion made by Leum to approve the Minutes from the November 24, 2025, meeting. The motion was seconded by Alexander and passed unanimously upon a vote.

HEAR FROM THE CITIZENS

No citizens addressed the Economic Development Advisory Board.

COMMUNICATIONS

A. Discussion and possible action pertaining to city board training with City Clerk.

Cassie Scott and Smith presented information about board rules and responsibilities. There was discussion.

B. Discussion only pertaining to an update provided by Economic Development Advisory Board members.

No discussion.

C. Discussion only pertaining to an update provided by Sylvia Shaffer, Planning and Zoning Director for the City of Page.

Shaffer introduced herself to the board and provided an update on the Downtown Beautification Effort and housing study. There was discussion.

D. Discussion only pertaining to an update provided by Judy Franz, Executive Director of Page-Lake Powell Chamber of Commerce.

Franz provided a report for the Page/Lake Powell Hub for 2025 and discussed the Chamber of Commerce Meet and Greet event. There was discussion.

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E. Discussion only pertaining to an update provided by Debbie Moses, Executive Director of Glen Canyon Conservancy.

Moses was not in attendance. Leum read aloud a message from Moses.

F. Discussion only pertaining to an update provided by Jackelyne Aguirre, Marketing Coordinator for the City of Page.

Aguirre provided an update for upcoming familiarization tours and new features on the visitpageaz.com website.

G. Discussion only pertaining to an update provided by Adam Geller, Public Information Officer for the City of Page.

Geller provided an update for new data reporting tools acquired and discussed marketing strategies and tax revenue. There was discussion.

UNFINISHED BUSINESS

A. Discussion and possible action pertaining to Coconino Community College's workforce housing project.

No discussion.

NEW BUSINESS

A. Discussion and possible action pertaining to a tourism forum.

Stanfield discussed organizing a tourism forum for local businesses. There was discussion.

B. Discussion and possible action pertaining to local economic data.

No discussion.

C. Discussion and possible action pertaining to the downtown beautification project.

No discussion.

ADJOURN

The meeting was adjourned at 6:44 p.m.

Jackelyne Aguirre, Staff Liaison

Erik Stanfield, Chair

City of Page Economic Development Advisory Board Regular Meeting – February 23, 2026.

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Council Regular Meeting, held on February 23, 2026, I further certify that the meeting was duly called and held and that a quorum was present.

Dated March 23, 2026

Jackelyne Aguirre, Staff Liaison

STATE	INITIALS	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Alabama	AL												
Alaska	AK		4										
Arizona	AZ	66	60										
Arkansas	AR	2											
California	CA	39	63										
Colorado	CO	27	15										
Connecticut	CT	4											
Delaware	DE												
Florida	FL	4											
Georgia	GA	1	3										
Hawaii	HI		2										
Idaho	ID	1	5										
Illinois	IL	2											
Indiana	IN		3										
Iowa	IA	5											
Kansas	KS	1											
Kentucky	KY												
Louisiana	LA												
Maine	ME												
Maryland	MD												
Massachusetts	MA	1											
Michigan	MI	4	22										
Minnesota	MN	12	2										
Mississippi	MS		2										
Missouri	MO	3											
Montana	MT	1	4										
Nebraska	NE	4											
Nevada	NV	4											
New Hampshire	NH												
New Jersey	NJ	2											
New Mexico	NM	4											
New York	NY	5	22										
North Carolina	NC	2	3										
North Dakota	ND												
Ohio	OH	5	9										
Oklahoma	OK	2											
Oregon	OR	9	7										
Pennsylvania	PA	2	6										
Rhode Island	RI		2										
South Carolina	SC	2	4										
South Dakota	SD		1										
Tennessee	TN	2	4										
Texas	TX	25	18										
Utah	UT	13	18										
Vermont	VT	2											
Virginia	VA	3	4										
Washington	WA	6	9										
West Virginia	WV												
Wisconsin	WI	7	12										
Wyoming	WY		6										
Unknown													
Total		213	319										

COUNTRY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Africa	4											
Argentina												
Australia	2											
Austria	4											
Belgium		4										
Brazil	8	1										
British Columbia												
Bulgaria												
Canada	10	13										
Chile												
China	10	2										
Columbia		2										
Costa Rica		4										
Czech Republic												
Denmark												
England	1	8										
Finland												
France	9	5										
Germany	2	19										
Holland												
India												
Ireland												
Israel												
Italy	6	1										
Japan	2	11										
London												
Malta												
Mexico	2											
Netherlands												
New Zealand												
Philippines												
Poland	3											
Portugal		1										
Puerto Rico												
Qatar												
Romania												
Russia	2	4										
South Korea												
Scotland		4										
Spain	6	6										
Sweden												
Switzerland												
Taiwan		5										
Turkey												
Ukraine	2											
United Kingdom												
Hungary												
Norway												
Monaco		1										
Jamaica		11										
Total	73	93										

	USA	INTER	UNK	TOTAL
January	213	73		286
February	319	93		412
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Total	532	166		698

BOOKING QR CODE	2025	2026
January	58	53
February	83	44
March	174	
April	222	
May	103	
June	124	
July	120	
August	92	
September	129	
October	94	
November	76	
December	77	
Total	1352	

SOCIAL QR	2025	2026
January	20	30
February	43	24
March	37	
April	54	
May	49	
June	59	
July	135	
August	83	
September	51	
October	28	
November	55	
December	53	
Total	667	

Visitors by Month			
	2025	2026	
January	354	286	-19%
February	445	412	-7%
March	1,040		
April	1,599		
May	1,534		
June	1,154		
July	918		
August	1,054		
September	1,351		
October	1,270		
November	537		
December	335		
Total	11,591		

MONTH	VEWS	VISITORS
January	3,054	1,690
February	2,405	1,505
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
Total	5,459	3,195

2024 Tours	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	MISC NUMBERS
Boat & River Trips	3	9											12	EMAILS 5
Air Tours														CALLS 85
Slot Canyon Tours	21	26											47	TEXT 1
Lower Antelope Tours	7	18											25	WAVE 74
Off Road Tours		11											11	CBS 26
Kayaking														ADVANCE 63
Rentals														PARIA OVERN
Total	31	64											95	