



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

A Regular Meeting of the Economic Development Advisory Board was held at 5:30 p.m. on March 23, 2026, in the Council Chambers at Page City Hall. Chair Erik Stanfield presided via Zoom. Council Amanda Hammond via Zoom, Arden Redshirt, Kay Leum, Vicki Alexander, Brigham Adams, Dawnell Robertson, Jackelyne Aguirre, Marketing Coordinator; Adam Geller, Public Information Officer; Sylvia Shaffer, Planning & Zoning Director were present.

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

**MINUTES**

Motion made by Alexander to approve the Minutes from the February 23, 2026, meeting. The motion was seconded by Robertson and passed unanimously upon a vote.

**HEAR FROM THE CITIZENS**

No citizens addressed the Economic Development Advisory Board.

**COMMUNICATIONS**

**A. Discussion only pertaining to an update provided by Economic Development Advisory Board members. (Informational)**

Adams introduced himself to the board.

**B. Discussion only pertaining to an update provided by Debbie Moses, Executive Director of Glen Canyon Conservancy. (Informational)**

Moses presented a visitation report of Glen Canyon Conservancy's facilities for February and March of 2026 and an update regarding the sale status for the Powell Museum and Archives building. Moses mentioned a public art event with the Grand Circle Arts Alliance.

**C. Discussion only pertaining to an update provided by Judy Franz, Executive Director of the Page-Lake Powell Chamber of Commerce. (Informational)**

Franz discussed an increase of visits at the Page Lake Powell Hub for March 2026 and discussed the demographics. Franz discussed upcoming events in 2026.

**STAFF REPORTS**

**A. Discussion only pertaining to an update provided by Jackelyne Aguirre, Marketing Coordinator for the City of Page. (Informational)**

Aguirre provided an update about the new tourism newsletter and activity hosted by the Youth Advisory Commission. There was discussion.

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**B. Discussion only pertaining to an update provided by Sylvia Shaffer, Planning and Zoning Director for the City of Page. (Informational)**

Shaffer provided an update on a meeting with the Arizona Commerce Authority and upcoming conferences regarding economic development.

**C. Discussion only pertaining to an update provided by Adam Geller, Public Information Officer for the City of Page. (Informational)**

Geller discussed CoStar data for February 2026, new tourism projects including a digital passport focusing on Highway 89, social media efforts with China Pro Marketing, and new signage at City Hall.

**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.**

Representatives from Tanarena presented the proposed luxury development and provided information on the additional parcel Tanarena would like to purchase. There was discussion. Alexander motioned to advise City Council to approve Tanarena's purchase of 247 acres. Robertson seconded the motion. Stanfield asked if there was further discussion. Leum asked a question. There was discussion. Stanfield called for the vote. The motion passed with Leum, Stanfield, Adams, Robertson, and Alexander voting in favor. Redshirt was opposed.

**E. Update on the Downtown Beautification Project, including upcoming site visits from Norris Design Group. Presentation by Sylvia Shaffer. (Information only)**

Shaffer briefly discussed the public outreach efforts for the project. Claire Eddleman introduced the project, presented results from public engagement survey #2, and explained the future steps following the public engagement survey.

**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.**

Geller discussed the benefits of conducting a new tourism study. There was discussion. Leum motioned for the Economic Development Advisory Board to support an updated tourism study, with a preference of using Northern Arizona University. Redshirt seconded the motion. The motion passed unanimously. There was discussion.

**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.**

Leum introduced the project and Shaffer shared progress for applying for a grant

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that would fund off-site infrastructure. There was discussion.

**ADJOURN**

The meeting was adjourned at 7:59 p.m.


  
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Staff Liaison

  
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~~Erik Stanfield, Chair~~  
Arden Redshirt

**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 March 23, 2026, I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 5/26/26

  
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Staff Liaison