



Economic Development Advisory Board Regular Meeting

City Hall, 697 Vista Ave, Page AZ
April 27, 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
Mark Vecchiarelli
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 March 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)

7. New Business

- A. Discussion only pertaining to a preview of the Economic Development website, choosepage.com. (Informational)
- B. Discussion and possible action pertaining to a proposal for a digital sign at City Hall.

- C. Discussion and possible action pertaining to a Letter of Support for the use of city funds for infrastructure for the Workforce Housing Project at Coconino Community College.
- D. Discussion and possible action pertaining to rescheduling the Economic Development Advisory Board meeting in May due to a conflict with Memorial Day.

8. Adjourn

FOR YOUR INFORMATION

Next Regular Meeting Monday, May 25, 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
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.

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

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

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

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

ADJOURN

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

Jackelyne Aguirre, Staff Liaison

Erik Stanfield, Chair

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 _____

Jackelyne Aguirre, Staff Liaison

STATE	INITIALS	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Alabama	AL			6									
Alaska	AK		4	8									
Arizona	AZ	66	60	105									
Arkansas	AR	2		8									
California	CA	39	63	70									
Colorado	CO	27	15	38									
Connecticut	CT	4		1									
Delaware	DE												
Florida	FL	4		20									
Georgia	GA	1	3	4									
Hawaii	HI		2	4									
Idaho	ID	1	5	9									
Illinois	IL	2		30									
Indiana	IN		3	6									
Iowa	IA	5		11									
Kansas	KS	1		2									
Kentucky	KY			6									
Louisiana	LA			8									
Maine	ME			9									
Maryland	MD			14									
Massachusetts	MA	1		7									
Michigan	MI	4	22	49									
Minnesota	MN	12	2	37									
Mississippi	MS		2										
Missouri	MO	3		13									
Montana	MT	1	4	8									
Nebraska	NE	4		3									
Nevada	NV	4		14									
New Hampshire	NH			2									
New Jersey	NJ	2		6									
New Mexico	NM	4		30									
New York	NY	5	22	11									
North Carolina	NC	2	3	11									
North Dakota	ND			4									
Ohio	OH	5	9	7									
Oklahoma	OK	2		5									
Oregon	OR	9	7	12									
Pennsylvania	PA	2	6	24									
Rhode Island	RI		2										
South Carolina	SC	2	4	3									
South Dakota	SD		1	10									
Tennessee	TN	2	4	4									
Texas	TX	25	18	28									
Utah	UT	13	18	31									
Vermont	VT	2		1									
Virginia	VA	3	4	10									
Washington	WA	6	9	34									
West Virginia	WV			2									
Wisconsin	WI	7	12	27									
Wyoming	WY		6	11									
Unknown				34									
Total		213	319	797									

COUNTRY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Africa	4											
Argentina												
Australia	2		7									
Austria	4		2									
Belgium		4	4									
Brazil	8	1										
British Columbia			3									
Bulgaria												
Canada	10	13	42									
Chile			14									
China	10	2	8									
Columbia		2	1									
Costa Rica		4										
Czech Republic			2									
Denmark												
England	1	8	4									
Finland			6									
France	9	5	14									
Germany	2	19	29									
Holland			4									
India			1									
Ireland												
Israel			2									
Italy	6	1	1									
Japan	2	11	9									
London												
Malta												
Mexico	2		10									
Netherlands			5									
New Zealand			2									
Philippines												
Poland	3											
Portugal		1	1									
Puerto Rico												
Qatar												
Romania			7									
Russia	2	4	2									
South Korea			1									
Scotland		4										
Spain	6	6	12									
Sweden			2									
Switzerland			3									
Taiwan		5										
Turkey												
Ukraine	2											
United Kingdom												
Hungary			7									
Norway			2									
Monaco		1	4									
Jamaica		11										
Total	73	93	211									

	USA	INTER	UNK	TOTAL
January	213	73		286
February	319	93		412
March	797	211		1008
April				
May				
June				
July				
August				
September				
October				
November				
December				
Total	1329	377		1706

BOOKING QR CODE	2025	2026
January	58	53
February	83	44
March	174	89
April	222	
May	103	
June	124	
July	120	
August	92	
September	129	
October	94	
November	76	
December	77	
Total	1352	186

SOCIAL QR	2025	2026
January	20	30
February	43	24
March	37	28
April	54	
May	49	
June	59	
July	135	
August	83	
September	51	
October	28	
November	55	
December	53	
Total	667	82

Visitors by Month			
	2025	2026	
January	354	286	-19%
February	445	412	-7%
March	1,040	1,008	-3%
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	1,706	

MONTH	VEWS	VISITORS
January	3,054	1,690
February	2,405	1,505
March	3,430	2,179
April		
May		
June		
July		
August		
September		
October		
November		
December		
Total	8,889	5,374

2024 Tours	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	MISC NUMBERS
Boat & River Trips	3	9	62											EMAILS 3
Air Tours			2											CALLS 134
Slot Canyon Tours	21	26	71											TEXT
Lower Antelope Tours	7	18	79											WAVE 95
Off Road Tours		11	4											CBS 40
Kayaking														ADVANCE 70
Rentals														PARIA OVERN
Total	31	64	218											



CITY OF Page ARIZONA

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Version

OPY-77613
Date: 03.16.2026

Address

Street Address
Page, AZ

Presented By



Salt Lake Region

St George Office
4679 S River Road
St George, UT 84790
435.628.0350

TYPOGRAPHY NOTE

All vertical typography dimensions specified in this package are based upon the measurement from the baseline to the cap-line of an uppercase letter 'i'. The height of descenders and ascenders, below and above the baseline and cap-line respectively, are not included in the measurements unless specifically noted.



COLOR MATCHING NOTE

Colors specified in this package are to match vendor supplied physical samples. Colors chosen based upon how they appear on a computer monitor or printed media are not guaranteed to match.

PRODUCTION NOTE

The PDF format of this package may contain graphics which have been down-sampled for proofing purposes and should not be used for production purposes. Source files for this package are available upon request for production purposes.

OPTION 1

SIMULATED NIGHT RENDER



SCOPE OF WORK

MANUFACTURE & INSTALL **ONE (1)** D/F MONUMENT SIGN W/ EMC

PERMITTING SIGN AREA: -- FT²

FINAL ELECTRICAL CONNECTION:

CUSTOMER TO PROVIDE POWER TO SIGN LOCATION. YESCO TO CONNECT.

COLOR KEY

P1	SW 6335 Fired Brick
P2	SW 6883 Raucous Orange
P3	Black
P4	3M 6494 Lakeshore
P5	3M 6786 Cloudless

Note: Unless otherwise noted, the colors depicted on this rendering may not match actual colors on finished display. Please refer to color-callouts and their appropriate vendor specified samples for approved color specifications.



DESIGN

4679 South River Road
St. George, UT 84790
435.628.0350

www.yesco.com

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Revisions

No.	Date / Description
Org.	03.13.2026 [TY]
1	---
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JO #

Approval

A/E Sign / Date

Client Sign / Date

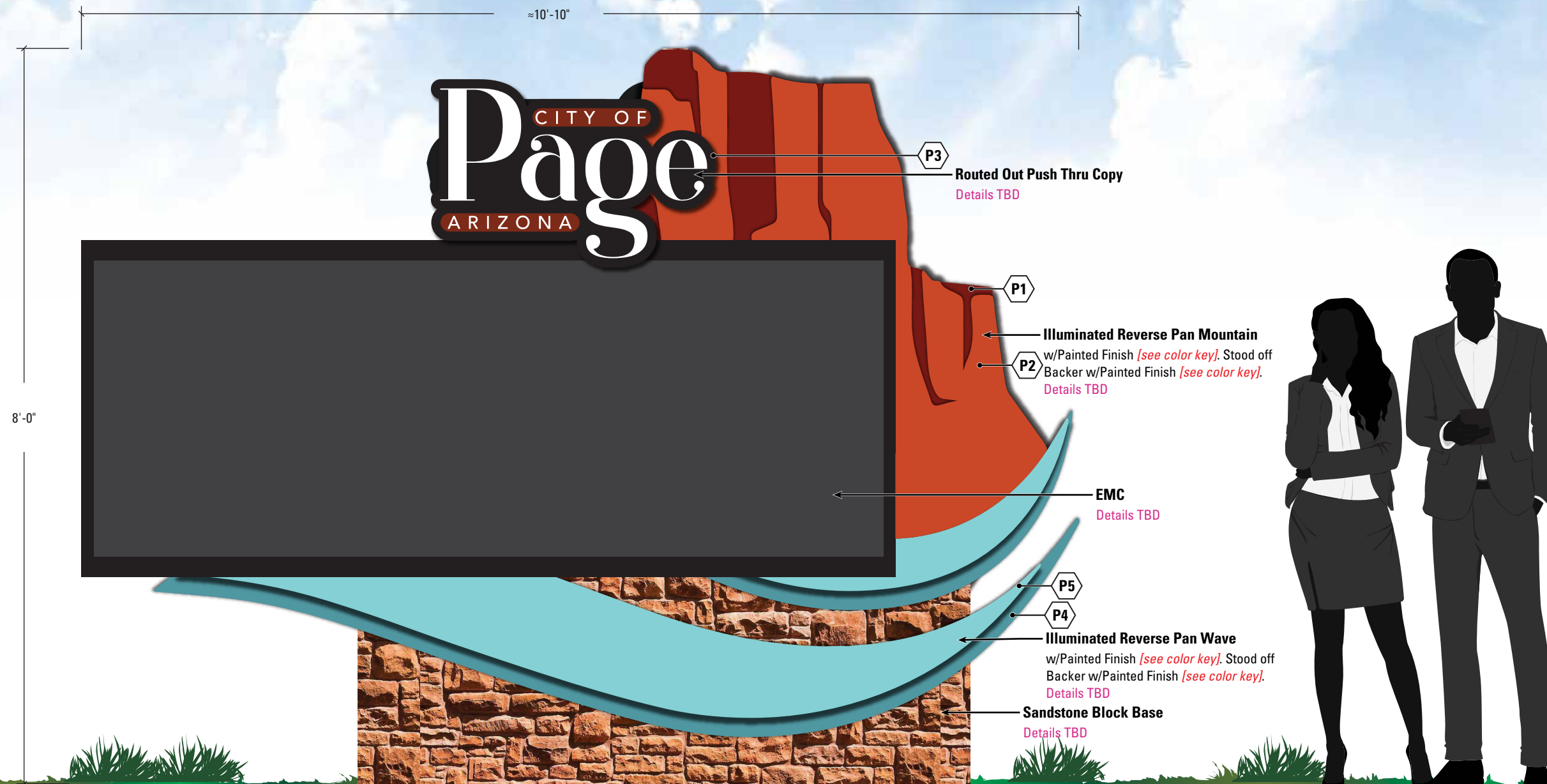
City of Page

Street Address
Page, AZ

Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 1.0



1 SIGN 01 - ILLUMINATED MONUMENT W/ EMC
SCALE: 3/4" = 1'-0"

This design does not constitute production ready artwork and is to be used exclusively for proofing and review purposes only.

DESIGN

4679 South River Road
 St. George, UT 84790
 435.628.0350

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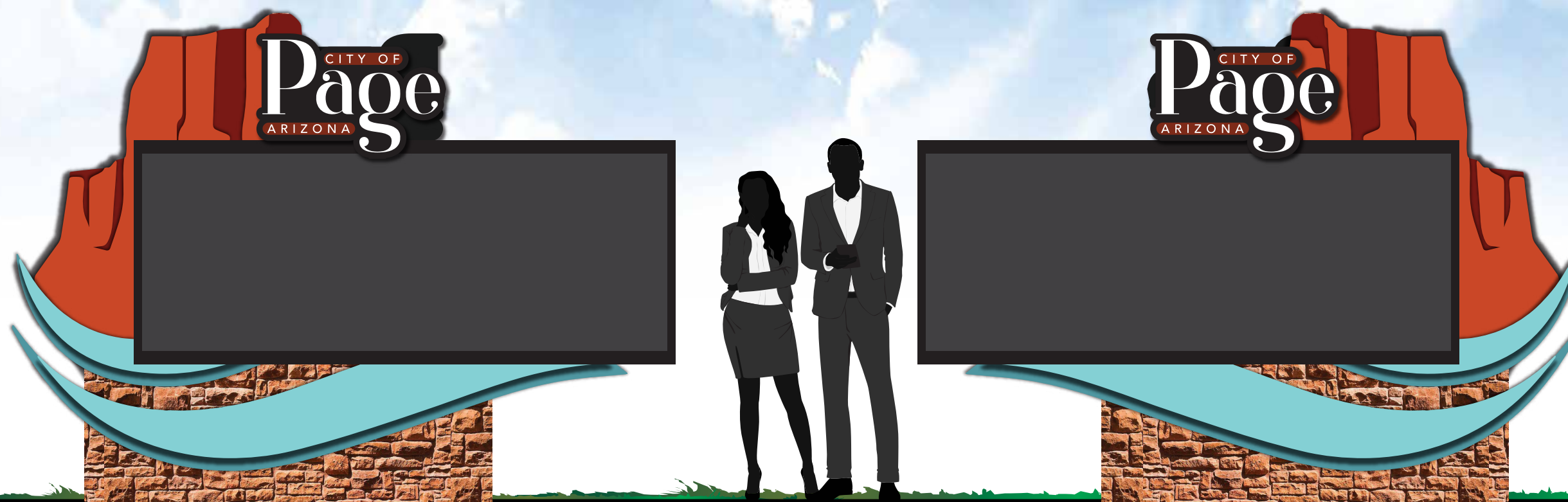
City of Page

Street Address
 Page, AZ

Acct. Exec: Ryan Cain
 Designer: Tyler Young

OPY-77613 R0

ART 1.1



DESIGN

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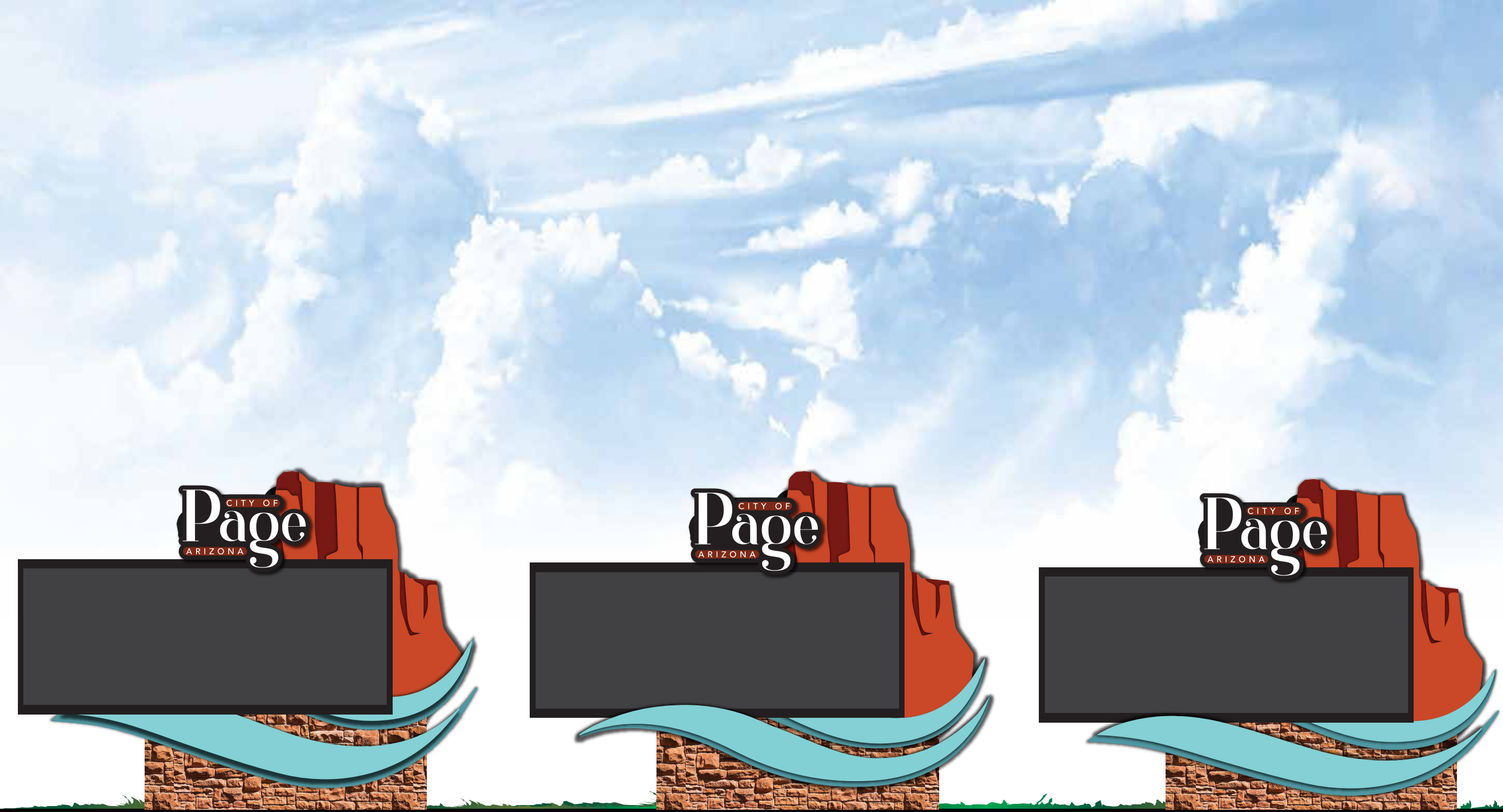
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ART 1.2



ORIGINAL OPTION 1

OPTION 1 A

OPTION 1 B

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J0 #

Approval

 A/E Sign / Date

 Client Sign / Date

City of Page

Street Address
 Page, AZ

Acct. Exec: Ryan Cain
 Designer: Tyler Young

OPY-77613 R0

ART 1.3

ART SUPERIMPOSED AT APPROX. RELATIVE SCALE



OPTION 2

SIMULATED NIGHT RENDER



SCOPE OF WORK

MANUFACTURE & INSTALL **ONE (1)** D/F MONUMENT SIGN W/ EMC

PERMITTING SIGN AREA: -- FT²

FINAL ELECTRICAL CONNECTION:

CUSTOMER TO PROVIDE POWER TO SIGN LOCATION. YESCO TO CONNECT.

COLOR KEY

P1	SW 6335 Fired Brick
P2	SW 6883 Raucous Orange
P3	Black
P4	3M 6494 Lakeshore
P5	3M 6786 Cloudless

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JO #

Approval

A/E Sign / Date

Client Sign / Date

City of Page

Street Address
Page, AZ

Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 2.0

1 SIGN 01 - ILLUMINATED MONUMENT W/ EMC
SCALE: 3/4" = 1'-0"

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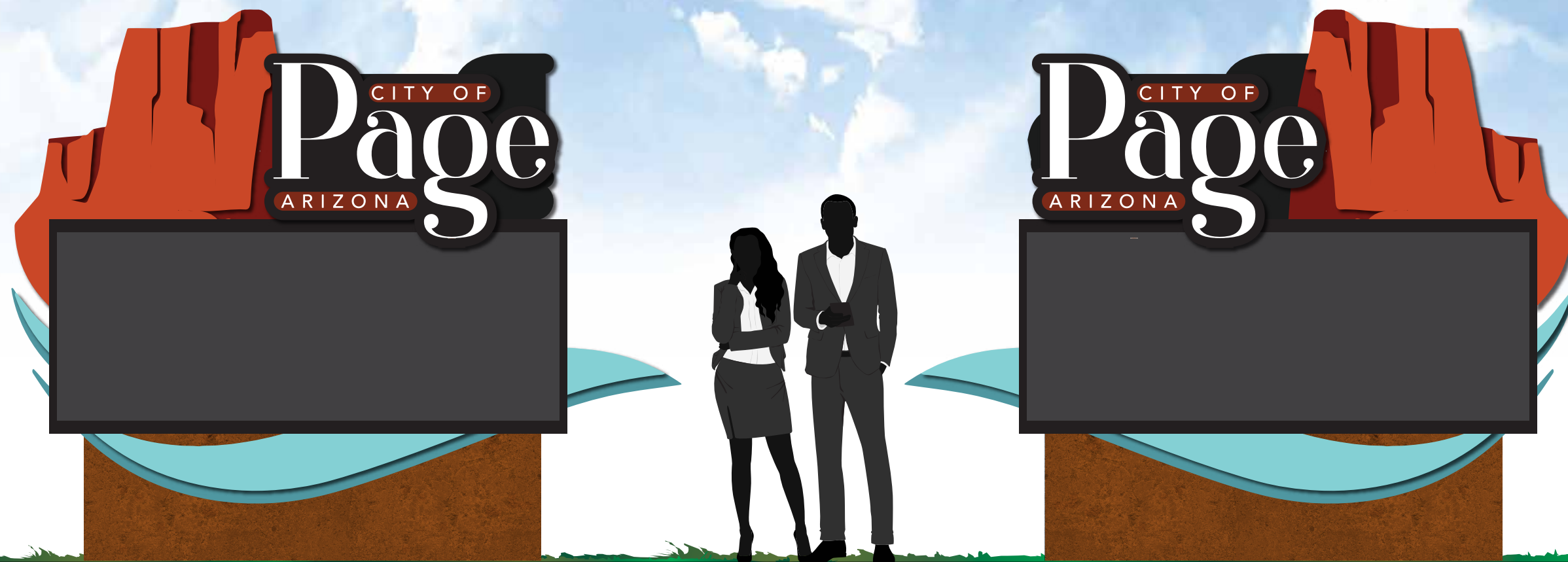
City of Page

Street Address
Page, AZ

Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 2.1



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 Client Sign / Date

City of Page

Street Address
 Page, AZ

Acct. Exec: Ryan Cain
 Designer: Tyler Young

OPY-77613 R0

ART 2.2

ART SUPERIMPOSED AT APPROX. RELATIVE SCALE



OPTION 3

SIMULATED NIGHT RENDER



SCOPE OF WORK

MANUFACTURE & INSTALL **ONE (1)** D/F
MONUMENT SIGN W/ EMC

PERMITTING SIGN AREA: -- FT²

FINAL ELECTRICAL CONNECTION:

CUSTOMER TO PROVIDE POWER TO
SIGN LOCATION. YESCO TO CONNECT.

COLOR KEY

P1	SW 6335 Fired Brick
P2	SW 6883 Raucous Orange
P3	Black
P4	3M 6494 Lakeshore
P5	3M 6786 Cloudless

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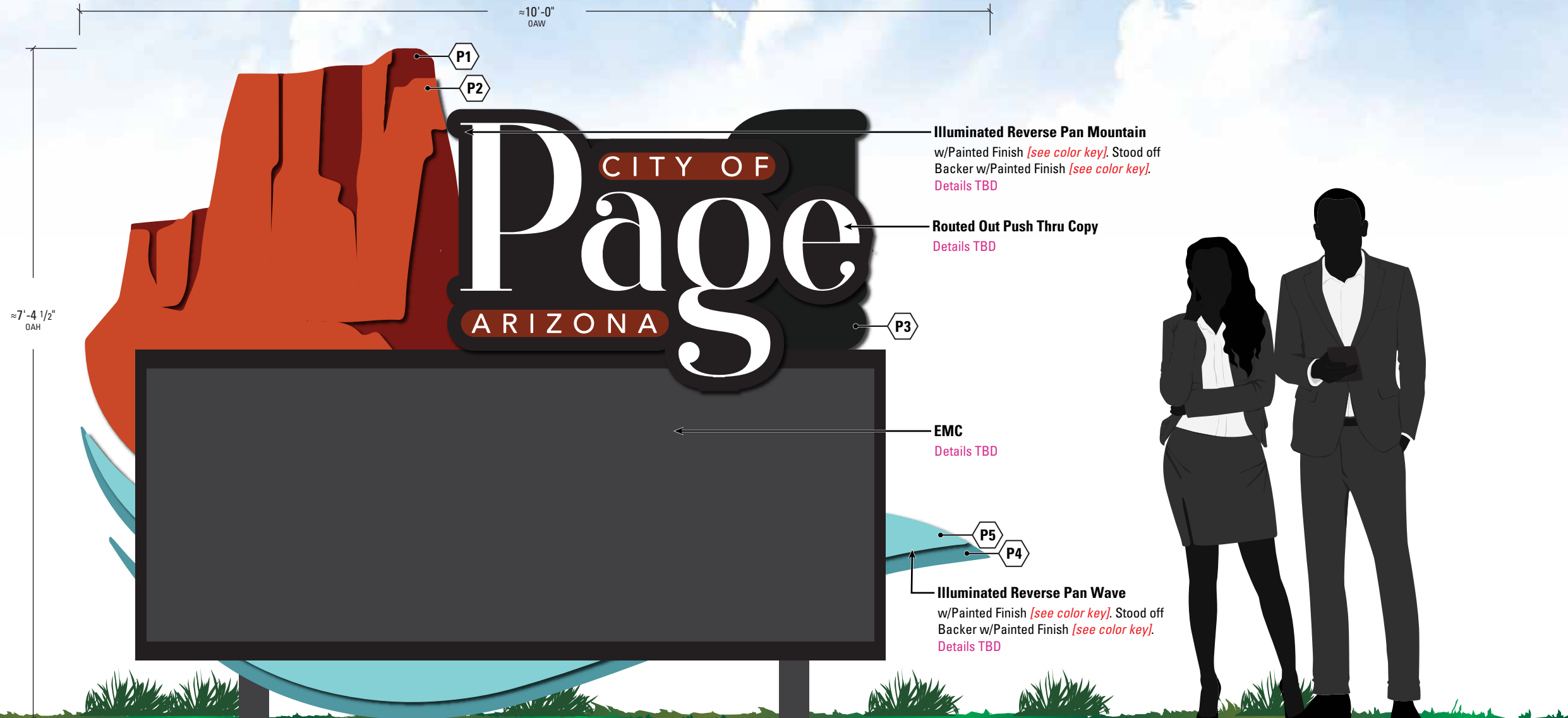
City of Page

Street Address
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Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 3.0



1 SIGN 01 - ILLUMINATED MONUMENT W/ EMC
SCALE: 3/4" = 1'-0"

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J0 #

Approval

A/E Sign / Date

Client Sign / Date

City of Page

Street Address
Page, AZ

Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 3.1

1 SIGN 01 - ILLUMINATED MONUMENT W/ EMC
SCALE: 1/2" = 1'-0"

DESIGN

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Revisions

No.	Date / Description
Org.	03.13.2026 [TY]
⚠	---

J0 #

Approval

 A/E Sign / Date

 Client Sign / Date

City of Page

Street Address
 Page, AZ

Acct. Exec: Ryan Cain
 Designer: Tyler Young

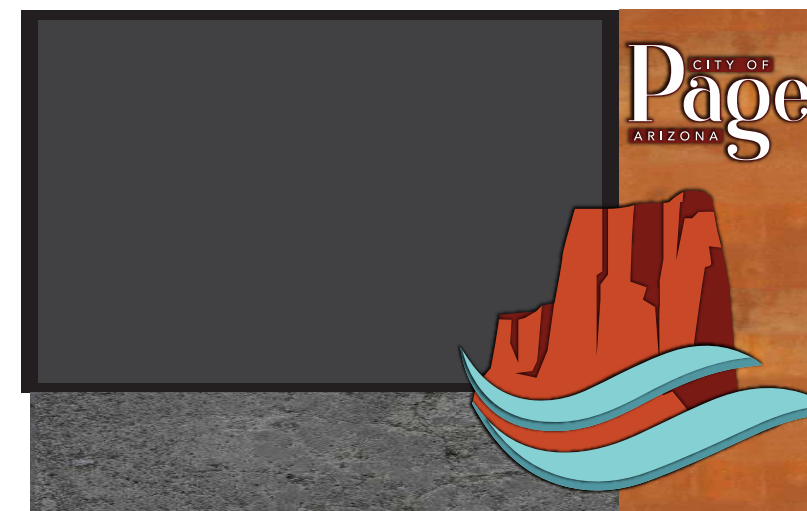
OPY-77613 R0

ART 3.2

ART SUPERIMPOSED AT APPROX. RELATIVE SCALE



OPTIONS



DESIGN

4679 South River Road
St. George, UT 84790
435.628.0350

www.yesco.com

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Page, AZ

Acct. Exec: Ryan Cain
Designer: Tyler Young

OPY-77613 R0

ART 4.0



City of Page
P.O. Box 1180
697 Vista Avenue
Page, AZ 86040

April 28, 2026

To Whom It May Concern,

On behalf of the City of Page Economic Development Advisory Board, we are writing to express strong support for the City of Page's FY27 Congressionally Directed Spending request for the Coconino Community College Student and Workforce Housing Project.

Addressing attainable housing is one of the most pressing economic development challenges facing Page. As a rural community and regional hub for tourism, education, and employment, the City continues to experience constraints on workforce growth due to limited housing availability. Local employers across key sectors, including healthcare, education, public safety, and hospitality, are directly impacted by these limitations.

The proposed development of approximately 150 student and workforce housing units represents a meaningful and strategic investment in the long-term economic stability of Page. Expanding housing options will support workforce retention, reduce barriers to employment, and strengthen the local and regional talent pipeline. It will also improve access to education by allowing more students to live and study locally.

The Economic Development Advisory Board prioritizes initiatives that support sustainable growth, workforce development, and long-term economic resilience. This project aligns directly with those priorities and reflects a well-coordinated effort between public and private partners to address a critical community need.

We respectfully express our strong support for this funding request. This investment will provide lasting benefits by strengthening workforce capacity, supporting educational attainment, and enhancing overall economic vitality in Page and the surrounding region.

Sincerely,

Erik Stanfield,
EDAB Chair

P.O. Box 1180, 697 Vista Avenue, Page AZ 86040, (928)-645-4241