

Kane County Tourism Advisory Board (KCTTAB) Minutes
Kanab Center Ballroom
20 N. 100 E.
Kanab, UT 84741
Tuesday, November 28, 2023
10 am-12 pm

1. **Call to Order:** Don Jennings called the KCTTAB meeting to order at 10:14 am.
2. **Public Comments:** None
3. **Introductions:** Board Members present: Don Jennings, Patrick Buhr, Paul Gagner, Shon Foster, Clay Stewart, Travis Mitchell and Betty Chamberlain. Staff Members present: Janette Peatross, Megan Fox, Jayme Church, Camberly Anderson and Lannell Dove. Various Kane County Department heads etc.: Sheriff Tracy Glover, Alan Aldridge, Bert Harris, Taylor Glover, Clayton Cutler, Commissioner Patti Kubeja, Commissioner Celeste Meyeres and Commissioner Wade Heaton. Guests present: Kurt Loveless from Kane County Hospital, Kelly Stowell Trails Committee, Film Commission and CEBA, Rich Csenge, Eric Sims from Steller Vista Observatory other supporters of the group.
4. **Approval of October 2023 minutes:** Shon Foster made the motion to approve the October 5, 2023 KCTTAB minutes, seconded by Paul Gagner. The vote was unanimous.
5. **Presentations for TRT Mitigation and Projects:**
 - **Kane County Roads Department/ Planning Bert Harris and Taylor Glover:** Kane County Road Department is requesting funding for county road maintenance due to the increase of visitors to the area. Kane County Road Department has 735 miles of County Roads to maintain, which can be costly due to the impact visitors have on the roads. The average cost to chip and seal roads is \$60,000. Kane County receives \$480,000 for projects in Kane County, therefore gates and cattle guards is also a need. Commissioner Heaton took a moment to explain the use of the TRT budget, half of TRT funding is for promotion and marketing and the other half is for mitigation. Mitigation money can go towards Roads, EMS, Search and Rescue, Law Enforcement etc. He mentioned that roads is the biggest concern for the use of the mitigation money for Kane County.
 - **Kane County Hospital and EMS/ KC Hospital Administrator Kurt Loveless:** Kane County Hospital is requesting funding for EMS in Kane County. EMS calls in Kane County has increased due to an influx of visitation to the area, with that in mind there are increased costs etc. For example, the average ambulance run costs \$1,000. With the increase in tourism, more accidents occur and therefore the need for services are increased.
 - **Kane County Search and Rescue / Sheriff Tracy Glover and Lieutenant Alan Aldredge:** Kane County Search and Rescue is requesting funding to help visitors who are in need search and rescue care. The Search and Rescue services given in Kane County is 1/3-1/2 tourism related, which has a big impact due to the increase of visitors exploring Kane County. The most search and rescue calls are received from Lake Powell, East Zion and Cedar Mountain due to an influx of

visitation. Sheriff Glover is requesting the similar budget it has had for Law Enforcement, Dispatch and EMS.

- **Steller Vista Observatory/ Rich Csenge and Eric Sims:** Steller Observatory is requesting funding for the new Steller Observatory at the Jackson Flat Reservoir. The total request is for \$50,000 to help begin Phase 1 of the Observatory. The group currently has \$85,000 in secured funding but more funding is needed for a target amount of \$185,000 for Phase 1. The start date for Phase 1 will begin March 2024. The total estimated cost of Phase 2 is \$800, 000. All printed materials of the presentation is listed on the Utah Public Notice website. <https://www.utah.gov/pmn/>
 - **Trails Committee/ Kelly Stowell:** The trails committee is requesting funding to build a paved trail on HWY 89 for visitors and locals to enjoy. Outdoor recreation is one of the top reasons why people come and enjoy the area. The trail will include Kanab to Orderville, and Mt Carmel to East Zion.
6. **Review of 2024 budget:** The 2024 budget review is tabled for the next KCTTAB 2024 meeting.
7. **New Kane County Visitor Center Proposal/ Kane County Director of Tourism, Janette Peatross:** Kane County Office of Tourism is in need of a new building. Visitation to Kane County has increased in the last 10 years and there has been a need to receive information and ask questions about the area. The Visitor Center has an average of 65 people per day throughout the year. The main concern with the Visitor Center is there is currently only one public restroom in the building. Several other needs include additional office space, Wave permit pick up and orientation room, meeting space etc.
8. **Discussion and vote on Chair positions through 2023 and 2024:** Shon Foster made the motion to nominate Don Jennings as the 2023-2024 KCTTAB Chair, seconded by Paul Gagner and the vote was unanimous. Don Jennings made the motion to nominate Clay Stewart as the 2023-2024 KCTTAB vice Chair, seconded by Shon Foster. The vote was unanimous.
9. **Board and Staff Reports:**
- **Kane County Events Coordinator/ Camberly Anderson:** Kane County Events team has been busy with several events including Halloween Trunk or Treat, RMPRA Rodeo Finals, Holiday Kick Off including a Light Parade and Polar Express.
 - **Kane County Tourism Director/ Janette Peatross:** Data from VisaVue spending report shows the top card spend in Kane County of domestic visitors is St George, Phoenix, Las Vegas, and Salt Lake City. Top international visitor spend is Germany, France and Canada. Janette recently returned from a Swiss Sales Mission meeting with tour operators marketing the area.
 - **Owner of Dreamland Safari Tours/ Paul Gagner:** International business is up.
10. **Other Reports:** None
11. **Other Business:** None
12. **Adjourn meeting:** Shon Foster made the motion to adjourn, seconded by Betty Chamberlain. The vote was unanimous.