

Kane County Tourism Advisory Board (KCTTAB) Minutes

Kane County Commission Chambers

78 S. Main Kanab, UT 84741

Tuesday, January 16, 2024

10 am-12 pm

- 1. Call to Order:** Chairman Don Jennings called the meeting to order at 10:04 am.
- 2. Public Comment:** None
- 3. Introductions:** Board members present: Don Jennings, Shon Foster, Paul Gagner, Patrick Buhr, Betty Chamberlain, and Clay Stewart. Board member absent: Travis Mitchell. Commissioner Heaton was present. Staff members present: Janette Peatross, Lannell Dove, Megan Fox, Amanda Robinson, Camberly Anderson, Torrey Cluett and Jayme Church. Guests present: Brett Meldrum and Matt Decker.
- 4. Approval of November 2023 minutes:** Motion to approve the minutes was made by Clay Stewart and seconded by Paul Gagner. The vote was unanimous.
- 5. Presentation from BonCom:** Brett Meldrum and Matt Decker from BonCom gave a presentation of a 2023 review and what is new for 2024 regarding marketing and advertising for Kane County. BonCom uses various outlets to market visitors through Social Media, Website, Billboards, Mico Campaigns and Radio/TV. Some of the Marketing campaigns include Mountain Manners, Balloons and Tunes, Be Kind to Kanab and Imagination. Goals for 2024 include New creative, tagline etc.
- 6. Review of 2024 Budget:** The 2024 Kane County Office of Tourism budget was reviewed and discussed. The budget has been cut to allow fund 250 to be managed by the County Commissioners. A percentage of TRT and TRCC money can be used to fund mitigation projects for roads, EMS, Search and Rescue for example. This year will be a learning curve but if changes with the budget need to be made next year then the Commission would discuss those options.
- 7. Event Grant approval:** Paul Gagner made a motion to recommend the 2024 TRT Event Grants to Kane County Commission and seconded by Patrick Buhr. The vote was unanimous.
- 8. Infrastructure Priority list/ Commissioner Heaton:** The infrastructure list was reviewed and discussed. It was decided that each board member would rank each project according to importance along with a percentage of funding used for each item. The Infrastructure Priority list included the following: Visitor Center Remodel, Roads, Search and Rescue, Stellar Vista Observatory, EMS- Hospital, Orderville Park, Women's Monument, Trails, Rec Center, Duck Creek building and Indoor Kane Plex arena.
- 9. Board and Staff reports:**
 - Director of Tourism/ Janette Peatross: Patrick Buhr, Travis Mitchell and Paul Gagner board member positions have expired. Each position must be posted, three names must be submitted to the board for a vote and then be submitted to the Commission to decide.
 - Event Coordinator/ Camberly Anderson: Balloons and Tunes event is coming up on February 16-18. Local hotels have been great at donating

rooms for pilots over the years but others have not been willing to contribute. Without community sponsorship support, the event can't stand on its own.

- Kanab Center/ Torrey Cluett: Kanab Center in the second rebranding phase with the website etc. Kanab Center's income doubled in 2023 in comparison to 2022. The remodeling project is moving along and should be completed soon.
- Visitor Center/ Megan Fox: Total visitor numbers in November 1,586 and in December 1,076. Grand total of 2023 visitors 23,517. Visitation was up 25% from last year.
- Dreamland Safari Tours/ Paul Gagner: Dreamland has strong bookings for spring and fall. International visitation is up.
- Coral Pink Sand Dunes State Park/ Patrick Buhr: The Park is looking for a new Assistant Park Manager. The annual Easter Egg hunt at the State Park will be held on March 21. A request for KCOT to donate candy was mentioned.
- Kanab Chamber/ Don Jennings: The Chamber had a great year and grew by 100%.

10. Other reports: None

11. Other business: None

12. Adjourn meeting: Motion to adjourn was made by Clay Stewart and seconded by Paul Gagner. The vote was unanimous.